JANUARY 18, 1943

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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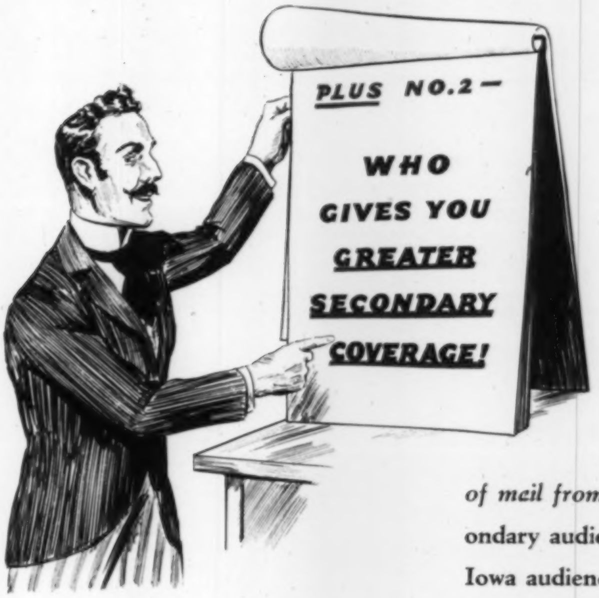


● Usually when a station man begins talking about secondary coverage, he is of sad necessity plunging into a never-never land of guesses, conjectures and blue sky from which he is lucky to return with any remaining sense-of-proportion whatever. Hence we hesitate even to discuss that part of WHO's audience.

▪

But during the winter months, 40% of WHO's mail comes from outside Iowa—and even during the summer months we pull enormous quantities of mail from 30 to 37 states. This bespeaks a secondary audience at least two-thirds as large as our Iowa audience—and we know that in Iowa we are listened-to-most by 60.4% of all nighttime listeners in the State. (1942 Iowa Radio Audience Survey.)

That's Plus No. 2 for WHO. If you want to *cover Iowa*—and get a really spectacular bonus not included in the price of admission—you can do it with WHO alone, and *only* with WHO. Write us for all the other plusses, or just ask Free & Peters!

WHO

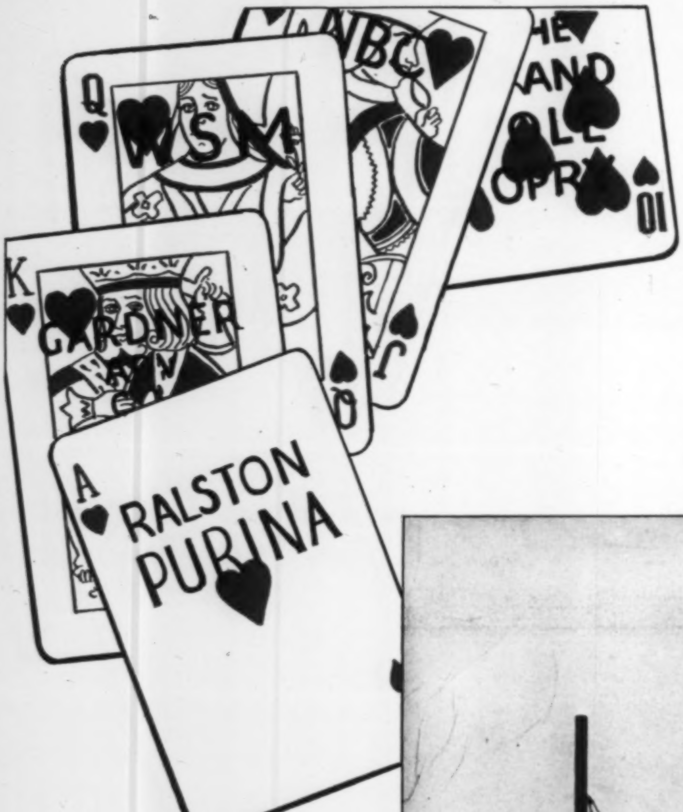
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



A "Can't be Beat" Combinatio

RALSTON
PURINA CHOWS
PURINA CHOWS

On January 2nd, the Ralston Purina Company, in cooperation with their agency, the Gardner Advertising Company, aired Purina's first major network show for feeds.

Originating from WSM and carried by 31 stations, the Purina show is a half hour slice of the nationally famous Grand Ole Opry.

Thanks a million, Purina! And thanks to you, Gardner! With a ready-built audience numbering millions, a staple three billion dollar agricultural market and an industrial growth that is the fastest in the nation, you've got an advertising opportunity with an upper case O. Add to this 50,000 watts, a clear channel and a low frequency and you've got a "Can't be Beat" combination. So good luck, many sales, congratulations and thanks again!

Air Castle of the South
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, IN
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

STANDARD *is still* DELIVERING!

Current releases, recorded since the AFM ban, include:

THE DON COSSACK CHORUS, the most famous concert choral group in the world and the nearest thing to an orchestra you can get with human voices.

THE ROBERT CHILDE CHOIR, with especially fine arrangements of popular music, such as "*Brazil*," "*Starlight Sonata*" and "*Hallelu*."

THE FOUR VAGABONDS, featured network rhythm group, bringing us up to date on such current hits as "*Craziest Dream*," "*Move It Over*," "*There Are Such Things*," "*Rosie The Riveter*" *and* "*Steam Is On The Beam*."

THE CADETS, popular network quartet, doing an elegant job with "*Daybreak*," "*Weep No More, My Lady*," "*For Me and My Gal*" and other top tunes.

Pretty good proof, isn't it, that you can *depend* on Standard under any conditions. If you need a "tailored" plan of Service for the "duration," *Standard has it.*

★ *Standard Radio*

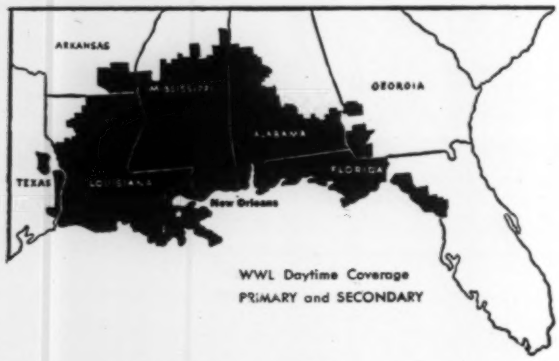
360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Kind words from Quebec

Sales for you right here . . .



You get both with:

WWL

NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 3 JANUARY 18, 19

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY AN EXTRA CUP OF COFFEE?

You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

A TALE OF TWO MARKETS

...and one important radio station

Two markets listen to WOV . . . both so vast and so rich and so responsive . . . both so easily obtainable . . . that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area . . . a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined* . . . the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself . . . the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club" . . . the brilliant commentary of Hans Jacob . . . the lilting rhythms of "Pan Americana" . . . bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillvra a letter today!

*Source:
Walter P. Burn & Associates
U.S. Census, 1940

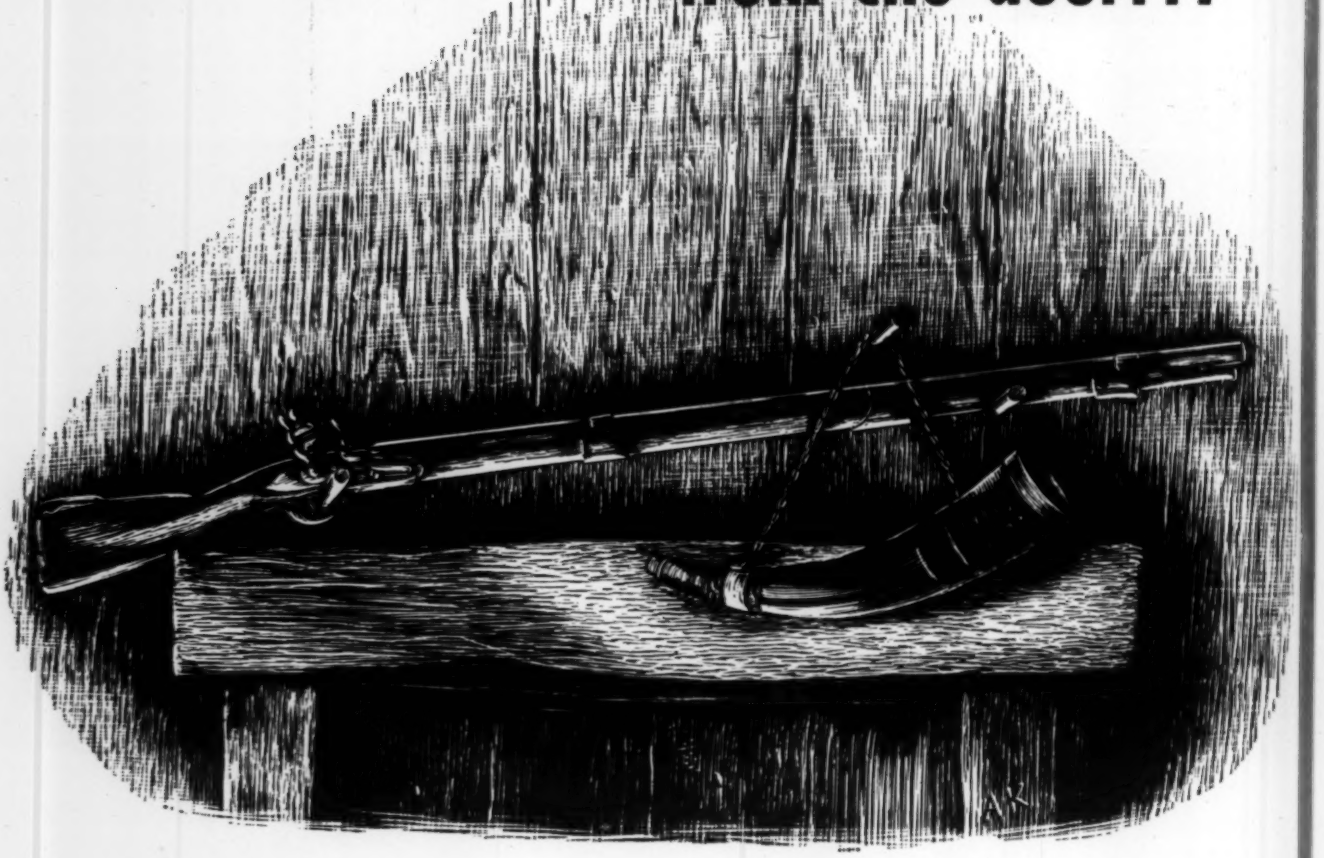
WOV... — FOR VICTORY

NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

the musket came down from the door...



Over the door of every radio station in America, there hung, on December 7, 1941, a symbolic and invisible musket—in the traditional American manner.

December 7, 1941, without panic or flourishes from the brass section, every station in the United States yanked down the musket, grabbed powder-horn, shot, ramrod and flint, and went to work.

1. January 6, 1943, Variety announced, after a year of searching analysis of all individual station enterprise throughout the nation seven special awards to local stations, *"for outstanding Wartime Service."* Five are CBS stations: KMBC Kansas City, Mo. • KOIN Portland, Ore. • WBT Charlotte, N. C. • WHP Harrisburg, Pa. • WJR Detroit, Mich.

2. And Variety made special awards for *distinctive merit in some field of war endeavor* and two of these went to: WBT Charlotte, N. C. *"for fostering racial good-will and understanding."* • WRVA Richmond, Va. *"for contributions of military-civilian understanding."*

3. And Variety chose, from the ranks of the great civilian-technician army of individuals working within the hundreds of local stations throughout the United States, nine for individual citation—that is, gave them "sharpshooter medals" for rare marksmanship with the musket.

Five of them were marksmen in Columbia Broadcasting System's stations:

Irving Abeloff WRVA

Grady Cole WBT

Gene Dennis KMBC

**Clare Hays* KOIN

Dick Redmond WHP

4. And Variety commended especially for "good ideas" applied to the victory effort: WCKY Cincinnati, Ohio • WBBM Chicago, Ill.

CBS stands at salute to these stations and individuals, congratulates them.

The awards simply sharpen the fact that throughout the CBS Network, there is not only singleness of purpose, but a keen eye on the target of victory, and unrelenting readiness and resourcefulness.

THE COLUMBIA BROADCASTING SYSTEM

**Someday we hope Clare will meet Jr. Lieut. Liudmila Pavlichenko of the Russian Army.*

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

ODIN S. RAMSLAND

COMMERCIAL MANAGER, KDAL, DULUTH

1934	Graduated University of North Dakota School of Commerce
1936	Graduated U. of Minnesota School of Law
1936	Aetna Casualty Company, Minneapolis
1937	Local salesman, KDAL
1941	Commercial Manager, KDAL

EVERY coon's age or so you meet some young man who is quiet, restrained and modest, but who you just know is *stuff*—and Odin Ramsland is that sort of fellow. In radio now for only a few short years, Odin has made himself an expert on merchandising in his home area, and is helping to sell a phenomenal amount of his customers' goods as well as his station's time!

That (if you'll pardon a little commercial for our product) is one of the swell things about spot broadcasting—the fact that you make each station a virtual partner in your job of selling goods, and therefore get all sorts of benefits which simply don't otherwise accrue. . . . No, we don't seem to imply that any station wants to do your salesmen's foot-work. But you know and we know that where there's a vivid interest, most stations can handle certain strategic telephone calls, requests to wholesaler friends, etc., etc., that often make a lot of difference. . . .

So we're happy we're connected with spot broadcasting instead of with something that simply comes in when the station flips a switch. That's why we started this business in the first place, here in this pioneer group of radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *247 Park Ave.*
Plaza 5-4131

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer B*
Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 3 WASHINGTON, D. C., JANUARY 18, 1943 $5.00 A YEAR—15c A COPY

Early Truce Seen in Recording Strike

Petrillo Agrees to Senate Demand For Terms

CONFIDENT predictions that recording of popular music will be resumed next month after an enforced six-month vacation summarily ordered by James C. Petrillo, president of the American Federation of Musicians, were made last week after the AFM executive had promised a Senate investigating committee he would draw up a "program" of terms precedent to lifting of his onerous ban.

Under the lash of Senatorial committee pressure, Mr. Petrillo promised to convene his international executive board Feb. 1 in New York and evolve a plan to be presented to the committee and to the broadcasting and recording industry. His commitment followed two days of rigorous examination during which Mr. Petrillo had repeatedly refused to disclose his terms for termination of the "strike", other than to describe its goal as "more work" and relief of purported unemployment in musicians' ranks.

Senators Break Impasse

It was only after committee members, lead by Chairman Clark (D-Ida.) author of the inquiry resolution and Chairman Wheeler of the full Interstate Commerce Committee, had importuned Mr. Petrillo to break the impasse and disclose his demands that he finally yielded. He had been told pointedly that his ban was interfering with the war interest, and that his position was untenable. He steadfastly declined, however, to say precisely what he sought other than "more work", claiming that Assistant Attorney General Thurman Arnold had threatened him with "five years in the can" if he participated in a "secondary boycott".

But the AFM president made a number of disclosures and shed much light on what AFM would like to accomplish in exacting tribute from all users of music, recorded and live. He made a far better witness than was anticipated and was complimented for the way he handled himself and parried questions.

As a witness, Mr. Petrillo was no shrinking violet. At times he pounded the table to emphasize his pleadings in behalf of the "starving musician". He said point blank that he would lift the ban in advance of an agreement with the recording companies only if President Roosevelt, after hearing the facts, asked him to do so. Then, he said, he would "grant the request".

Wants Legislation

Mr. Petrillo disclosed, under sharp questioning of committee members and of Committee Counsel Herbert M. Bingham, Washington attorney, that what he really wanted was protective legislation from Congress that would give AFM members a property right in recordings and allow them to collect royalties on each record, in the same fashion as ASCAP collects tribute. His counsel, Joseph A. Padway, had suggested that a levy of one or two cents per record might accomplish that purpose.

In his two-day seige on the stand Tuesday and Wednesday, Mr. Petrillo confessed many things and cleared up many mysteries about the inner workings of the powerful labor union of 148,000 members. He said that if the war lasts five or six months longer, AFM would not have enough competent musicians available to supply radio's requirements, as he appraised them.

Mr. Petrillo was chagrined because the recording companies had not attempted to negotiate a settlement of the controversy. When committee members pounded away at his "untenable" position in failing to make known his demands, he said simply that that was for the companies "to find out" and that he was confident the whole problem could be settled around the conference table. He attacked the NAB as rolling in wealth, and the recording companies as being mere subsidiaries of the major radio interests. He ascribed to the NAB a vicious "smear" campaign which insulted AFM and himself.

To Consult Board

Upon suggestion of Chairman Clark, after several preliminary proposals had been rejected point blank, Mr. Petrillo agreed to have his international board of nine members, at its scheduled meeting in New York Feb. 1, draw up a program of demands for settlement of the controversy and submit it to the Senate committee. Chairman Clark observed that such a plan, drawn in writing, might bring an end to the Senate's inquiry and benefit all concerned. He stressed the need for new popular music for our armed forces and for public morale, pointing out that the country has subsisted on "cold storage" recordings since Aug. 1.

The committee, after hearing Counsel Padway on legal aspects, last Thursday recessed subject to the call of the chair, probably for a fortnight. Presumably it proposes to await receipt of the Petrillo settlement plan before resuming its inquiry. Because the legislative authority to conduct the inquiry under the Clark Resolution (SRes. 286) expires Jan. 31, Senator Clark said the committee would seek to have the resolution reconsidered and adopted by the Senate prior to the end of the month. He expressed confidence this would be done.

Following the recess, the Committee under present plans proposes to hear testimony from representatives of the affected industries, including the NAB, the transcription companies, record manufacturers, and coin-operated machine concerns, as well as music organizations representing the public. Further testimony from government officials, probably including OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, also is expected, supplementing their statements of last September in the preliminary inquiry, also conducted by Chairman Clark but with a different subcommittee. These officials attested to the dire consequences of a continued ban, not only upon public and military morale but upon smaller broadcasting stations which would be forced out of business with the drying up of recorded music supplies.

Refused Truce

Before agreeing to the Clark proposal, Mr. Petrillo rejected a suggestion that he call off the strike now, and negotiate with the transcription and record companies. He said he had dealt with these "big business" people for 20 years, and that it would take "two or three years" to negotiate a deal. When Senator Clark suggested that a 30-day deadline be set, the AFM head said the companies could record enough popular music in that time to last a year.

Mr. Petrillo told the committee he earned an aggregate of $49,000 a year, aside from allowances and contingent funds. He gets $26,000 as president of the Chicago Federation of Musicians and $20,000 from

(Continued on page 36)

Trumpeter Petrillo—"I play very quiet!"

Radio Reaches Peak as Voice of the Nation

Vast Audiences in Year Are Noted By the CAB

By A. W. LEHMAN, Manager
The Cooperative Analysis of Broadcasting Inc.

THE YEAR 1942 was the first calendar year in which American radio broadcast the wares of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a means of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment and culture, and even a vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of the not-wholly-unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at from 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m., 52.0.
Feb. 23, Roosevelt, "Progress of the War", 10:00 p.m., 83.0.
April 28, Roosevelt, "War Economy", 10:00 p.m., 69.5.
Sept. 7, Roosevelt, "Cost of Living", 9:30 p.m., 55.8.
Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m., 45.8.

The address on the "Progress of the War" tied two previous broadcasts at the all-time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greer Incident speech in the fall of 1941 which was recorded at 72.5.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second most popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, same days of the week—could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio news programs.

The American landing in North Africa is a case in point. Loudspeakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the efficient display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience score it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

Chase and Sanborn Program
Fibber McGee and Molly
Jack Benny
Pepsodent Program—Bob Hope
Kraft Music Hall
Lux Radio Theatre
Red Skelton
Maxwell House Coffee Time
The Aldrich Family
Kay Kyser
Rudy Vallee
Fitch Bandwagon
Mr. District Attorney
Time to Smile—Eddie Cantor
Kate Smith Hour
One Man's Family
Hit Parade
Texaco Star Theatre—Fred Allen
Abie's Irish Rose
The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of one of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in position during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant

I–Set-Owners Hearing One or More News Broadcasts

(Based on Wednesday night first nine months of 1942 vs. first nine months of 1941)

	Between 5 - 7 P. M.		*Between 7 - 9 P. M.*		*Between 9 - 12 P. M.*	
	1941	*1942*	*1941*	*1942*	*1941*	*1942*
January	27.7%	35.3%	12.6%	17.2%	18.3%	21.5%
February	25.0	31.6	10.5	15.9	19.0	22.3
March	27.7	29.8	10.5	15.6	17.9	21.0
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	26.6	8.5	12.3	15.9	15.4
July	18.1	26.5	9.8	8.9	14.4	25.2
August	18.6	24.2	9.3	12.3	15.7	15.9
September	19.6	35.4	9.3	12.8	16.9	17.7
Average—First Quarter	26.8	32.2	11.2	16.2	18.4	21.6
Average—Second Quarter	22.8	25.1	9.6	12.2	16.9	17.1
Average—Third Quarter	19.4	28.7	9.5	11.3	15.7	19.6
Average—Nine Months	23.0	28.7	10.1	13.2	17.0	19.4

II–Monthly Ranking of the Ten Leaders For Seven Winter Months–1942

	For the Period	*Jan.*	*Feb.*	*March*	*April*	*Oct.*	*Nov.*	*Dec.*
Fibber McGee & Molly	1	1	1	3	1	2	1	2
Jack Benny	2	2	3	1	3	3	2	3
Chase & Sanborn	3	3	2	2	2	4	3	1
Bob Hope	4	6	5	6	NB	1	4	4
Aldrich Family	5	4	4	4	4	5	6	9
Lux Radio Theatre	6	5	6	5	5	7	5	6
Maxwell House	7	7	7	7	6	10	8	8
Kraft Music Hall	8	10	8	9	7	8	7	5
Walter Winchell	9	9	9	12	13	9	11	NB
Kate Smith Hour	10	8	10	8	10	13	15	15

NB—Not Broadcast.

III–Monthly Ranking of the Ten Leaders For Five Summer Months–1942

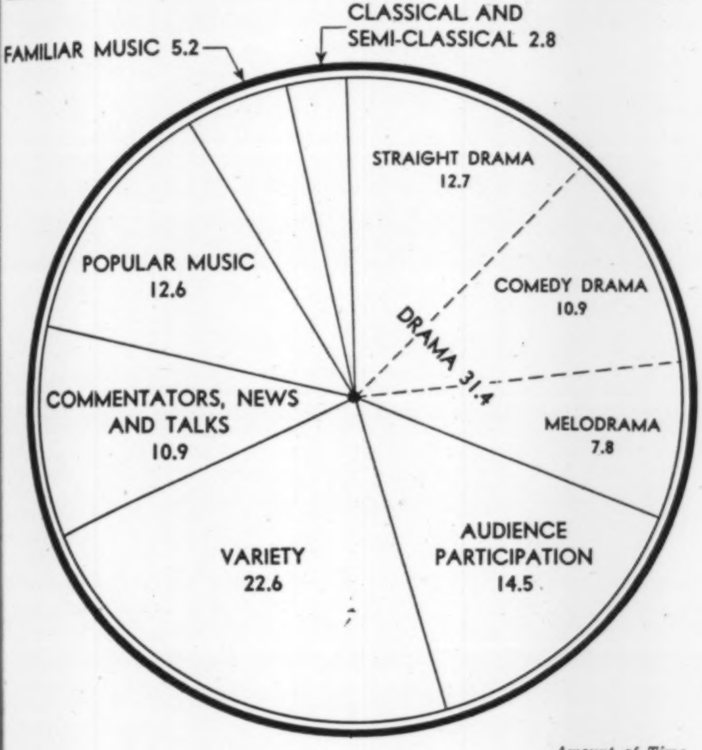
	For the Period	*May*	*June*	*July*	*Aug.*
Chase & Sanborn	1	1	1	NB	NB
Lux Radio Theatre	2	3	3	NB	NB
Aldrich Family	3	2	2	NB	1
Kraft Music Hall	4	6	4	*	2
Maxwell House-a	5	5	5	4	4
Mr. District Attorney	6	4	6	3	3
Jergens Journal—Walter Winchell	7	7	7	2	*
Hit Parade	8	8	8	1	5
One Man's Family	9	9	10	5	7
Rudy Vallee	10	10	9	*	6

* Not rated.
a—also called Post Toasties Time.
NB—Not broadcast. Only programs broadcast three or more months out of the summer months were used for the purpose of this analysis.

IV—Comparison by Program Types of Ratings And Amount of Time on the Air

Nighttime Programs

(October 1941-April 1942)



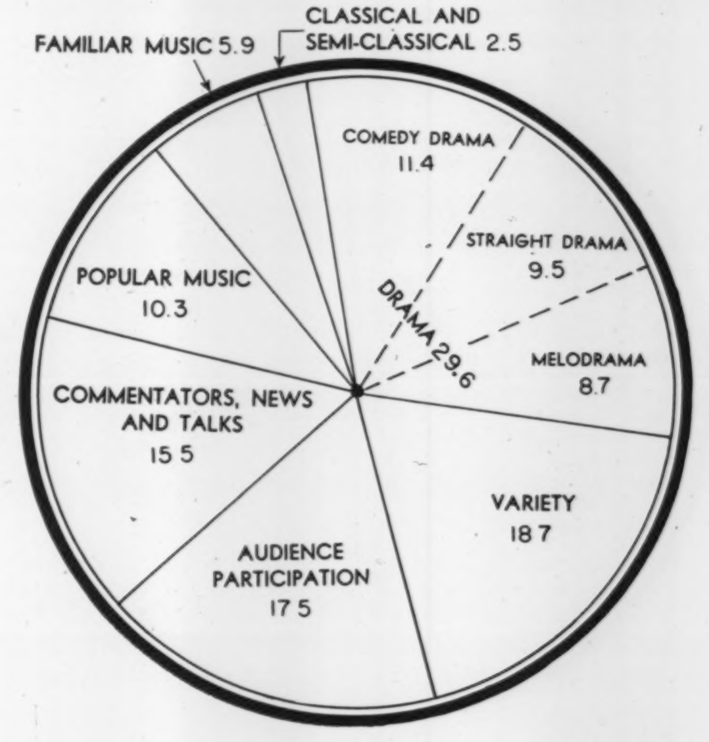
Type of Program	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time On The Air % of Time	Amount of Time On The Air Rank in % of Time
Variety	16.1	1	1.9	36.5	29	22.6	2
Audience Participation	11.4	2	2.1	22.4	22	14.5	3
Drama							
Straight	12.4		5.7	31.6	19	12.7	
Comedy	10.9		3.5	33.1	14	10.9	
Melodrama	9.9		4.8	20.9	12	7.8	
All Drama	11.3	3	3.5	33.1	45	31.4	1
Popular Music	8.7	4	1.8	21.9	13	12.6	4
Classical & Semi-classical Music	8.4	5	2.8	13.3	4	2.8	7
Familiar Music	7.4	6	1.7	11.6	8	5.2	6
Commentators, News, Talks	5.3	7	1.0	22.7	19	10.9	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

V—Comparison by Program Types of Ratings and Amount of Time on the Air

Nighttime Programs

(May-September 1942)



Type of Program	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time on the Air % of Time	Amount of Time on the Air Rank in % of Time
Variety	13.4	1	1.6	34.3	32	18.7	2
Drama							
Straight	10.0		3.3	24.8	16	9.5	
Melodrama	8.1		2.7	18.4	9	8.7	
Comedy	9.1		3.0	24.6	13	11.4	
All Drama	9.2	2	2.7	24.8	38	29.6	1
Audience Participation	8.3	3	2.0	15.3	21	17.5	3
Familiar Music	7.6	4	4.8	9.6	7	5.9	6
Popular Music	6.9	5	2.4	16.3	12	10.3	5
Semi-classical	5.7	6	2.7	7.5	3	2.5	7
Commentators, news, talks	4.9	7	1.7	17.4	17	15.5	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rated as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

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in comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith Speaks
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Right to Happiness
Aunt Jenny's Stories
Road of Life
Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

The foregoing group lists only 15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shirer. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows, moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation* programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased, but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year.

This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

Secretary of State Cordell Hull's

(*Continued on page 24*)

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* Audience participation (programs in which members of the audiences actually or vicariously participate) emerged as a type in the winter of 1937-38. During that period they had an average rating of 9.7. The following winter season they averaged 10.5. In 1939-40 they moved to 11.4, and held that average for the two succeeding winters.

Finish Fight Looms in Cox-Fly Row

Georgian Would Punish 'Bureaucrats'; WALB Renewal Hearing

WASHINGTON seethed last week with reports of a finish fight between the Georgia Democrat, Rep. Eugene Cox, and FCC Chairman James Lawrence Fly, with talk of "impeachment proceedings" against "bureaucrats" levelled on the House floor by the Georgian.

Activity occurred on two fronts —in the House, where Judge Cox made a half-minute speech Thursday on impeachment without naming names, and at the FCC, where a renewal hearing involving WALB, Albany, Ga., was in progress, with allegations of improprieties by Rep. Cox refuted by the station.

The Cox-Fly feud has flared up intermittently during the last couple of sessions, but now it has reached white heat. Mr. Fly declined to comment on these latest developments.

Rep. Cox, ranking majority member of the all-powerful House Rules Committee, is the author of a resolution (HRes-21) introduced at the opening day of this session, to investigate the FCC generally and Mr. Fly in particular. Mr. Fly, on the other hand, is said to have been largely responsible for having instigated a Department of Justice inquiry into Rep. Cox's participation as counsel for the Albany Herald Broadcasting Co., and his receipt of a $2,500 fee. The whole subject of WALB license renewal was being inquired into by the FCC at a formal hearing all last week. Georgia's two senators—Russell and George—appeared at the FCC hearing. Senator George attested to the integrity and character of his House colleague.

Cox Confident

Whereas Rep. Cox failed last session in his effort to get House approval of his inquiry resolution, he confidently predicted action this week. Approval of the resolution, at least by the Rules Committee, was generally regarded as likely by House members, providing for a select committee of five to conduct the inquiry. Funds for counsel and investigators also is provided. How such a resolution would fare in the House was problematical, though Judge Cox said he thought it would pass this week with not more than a score of votes against it.

In his half-minute speech to the House Thursday, Rep. Cox said: "The time has come for this House to protect itself and the country against the scorn and abuse of bureaucratic dictatorship by resorting to the process of impeachment."

Asked by newsmen afterward what "bureaucrats he had in mind," Rep. Cox would not amplify the statement but predicted speedy Rules Committee approval of his resolution and suggested that reporters "draw their own inferences."

In another address to the House last Friday, Rep. Cox charged the FCC was seeking to "frame" him in order to defeat his resolution. "This inquisition is not because of any infraction of FCC rules by the station, but merely because of my resolution to investigate Fly's dictatorial setup," the Congressman said. "It's a frame-up, pure and simple. They are trying to blackmail me into laying off the Commission."

Rep. Cox again predicted to the House that his resolution would pas "with few dissenting votes." He said he was not interested in "witch hunting," but solely in protecting the communications industry "against Fly's gestapo tactics." If permitted to continue and spread to other fields, he added, "we will lose freedom of the press and speech."

In reintroducing his resolution with the opening of Congress Jan. 7, Judge Cox said the story of the operations of the Commission under the chairmanship of Mr. Fly "will prove shocking." He charged it had almost completely established "terroristic control" and that it "maintains a Gestapo the equal of which has never been seen in free government."

While Chairman Fly is the principal target of the Georgia congressman, the name of Commissioner C. J. Durr, newest member of the FCC, also has been drawn into Congressional talk. Mr. Durr, along with Chairman Fly, has acted more or less as legislative liaison official for the FCC.

Judge Cox's name was drawn into the WALB renewal hearing as a result of investigations instituted by the FCC's law department. It had been expected that Rep. Cox himself would be called to testify, but that had not eventuated last Friday when BROADCASTING went to press. Rep. Cox inferred he doubted whether the Commission had the "nerve" to call him. Testimony relating to the $2,500 transaction, however, highlighted the proceedings.

Last Thursday, almost coincident with Judge Cox's half-minute speech in the House, Marcus Cohn,

(*Continued on page 45*)

1905 William C. Gillespie 1943

WILLIAM C. GILLESPIE, 38, vice-president and manager of KTUL, Tulsa, and supervising director of KOMA, Oklahoma City, died last Wednesday after suffering a fractured skull the preceding Saturday night in a fall at his home. He was injured in a freak accident. While talking over the telephone, he leaned against a basement door which was unlatched and fell about eight feet. Blood transfusions and a brain operation failed to revive consciousness.

One of Tulsa's civic leaders and one of the most aggressive personalities in the broadcasting field, "Bill" Gillespie was commercial manager of WKY, Oklahoma City, when he conceived the idea of purchasing the non-commercial KOCW, Chickasha, Okla., from the Oklahoma College for Women, and moving it into Tulsa where a CBS franchise was available.

In 1934 he sought the backing of Tulsa newspaper publishers for the project, and they turned him down. Thereupon he persuaded J. T. Griffin, president of the Griffin Wholesale Grocery Co., Muskogee, and a local banker, that radio was a good investment, and Mr. Griffin backed the purchase of the college station and its reconstruction in Tulsa. Mr. Gillespie became manager and part owner, building it into one of the most successful regional stations in the Midwest.

Mr. Gillespie's career includes his service with WKY as well as service in sales capacities with NBC Chicago, and WMBD, Peoria. For a time he was manager of the Iowa Broadcasting System. In 1939 he negotiated the half-million dollar deal with Elliott Roosevelt, then head of Hearst Radio Inc., for the purchase of KOMA, Oklahoma City, by the Griffin interests.

Just 12 hours before the accident he had returned from a ten-day business trip to New York and Washington. In the latter city he had attended the OWI convention of regional consultants, having been the regional consultant for the 12th district. He was also prominent in NAB affairs and a member of its sales promotion committee.

He was born in Nostagula, Ala. in 1904, and is survived by his wife, a son, William, his parents, two sisters and one brother.

Arnold Will Argu New Petrillo Ple

Justice Dept. Wins Reopenin Feb. 8 in Conspiracy Case

THE ANTI-TRUST suit seekin an injunction against the recordin ban of James C. Petrillo and hi American Federation of Musician reopened in the Chicago feder court in a surprise move by th Department of Justice last Monda and arraigned for hearing on Ja 18, will be tried before John B Barnes on Feb. 8. The extension t Feb. 8 was granted by Judg Barnes last Thursday at the re quest of the AFM, which, throug David Katz, Chicago counsel, ex plained that Joseph A. Padway counsel for the AFM, would be oc cupied until that time. Likeliho on argument Jan. 25 on an AF motion to dismiss was indicate however.

Thurman Arnold, Assistant At torney General, again plans t argue the case for the Governme Although the amended complai against Petrillo was quietly filed i Chicago Dec. 24, the Governme did not petition Judge Barnes f a hearing until last Monday. Th new suit reiterates the charges "conspiracy in restraint of trad against the AFM enumerated in t original complaint summarily di missed by Judge Barnes on Oct. 1 but there is one important add tion: Petrillo is charged with co spiring, through the recording ba to force 550 non-network affiliat stations off the air. These station the Government adds, depend larg ly or entirely upon phonogra records or transcriptions for the musical requirements, since no li musicians are available.

Affidavits Renewed

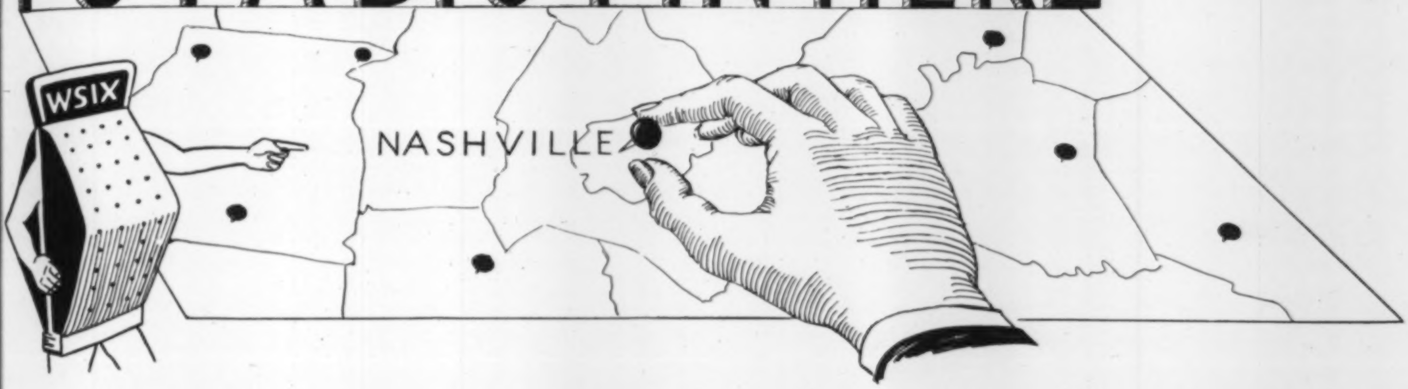
This charge, according to Dan M. Britt, special assistant to t attorney general in Chicago, re forces the allegation of AFM m nopoly. Judge Barnes, in handi down his Oct. 12 decision, cha acterized the case as a labor di pute and outside the pale of t anti-trust statute. However, handing down his decision, he sa he had not read the affidavits fi in support of a temporary inju tion. These affidavits have been introduced by the Government part of the new suit asking te porary and permanent injuncti

The affidavits cite the plight small stations, many of whom not have a union local in their t ritory even if they could afford m sicians. Seventy-five per cent of t air time of most of these station devoted to playing recorded mu and programs. The affidavis w filed by KERN, Bakersfield, Ca WMAZ, Macon, Ga.; WRLC, T coa, Ga.; WAGM, Presque I Me.; KGVO, Missoula, Mon WWNC, Asheville; KVOO, Tuls KBND, Bend, Ore.; KUSD, V million, S. D.; KGBS, Harlin Tex.; KRRV, Sherman, Te WTAR, Norfolk; WAJR, Morg town, W. Va.; WRJN, Racine, Wi WHUB, Cookeville, Tenn.

XUM

ON YOUR MARKET MAP

PUT A BIG PIN HERE



THE HUM of industry in Nashville is audible in current statistics: car loadings up 8.3 per cent over those of a year ago . . . electric power (industrial) up 9 per cent . . . telephone stations up 6.8 per cent.

Retail sales show even greater increases, for there's money pouring into the Nashville market also from army camps and agricultural prosperity in the surrounding areas.

For thorough coverage, WSIX, "the Voice of Nashville", presents a spot on the dial lighted by star programs from both the Blue Network and Mutual Broadcasting System.

SPOT SALES, INC., NATIONAL REPRESENTATIVE

5000 WATTS

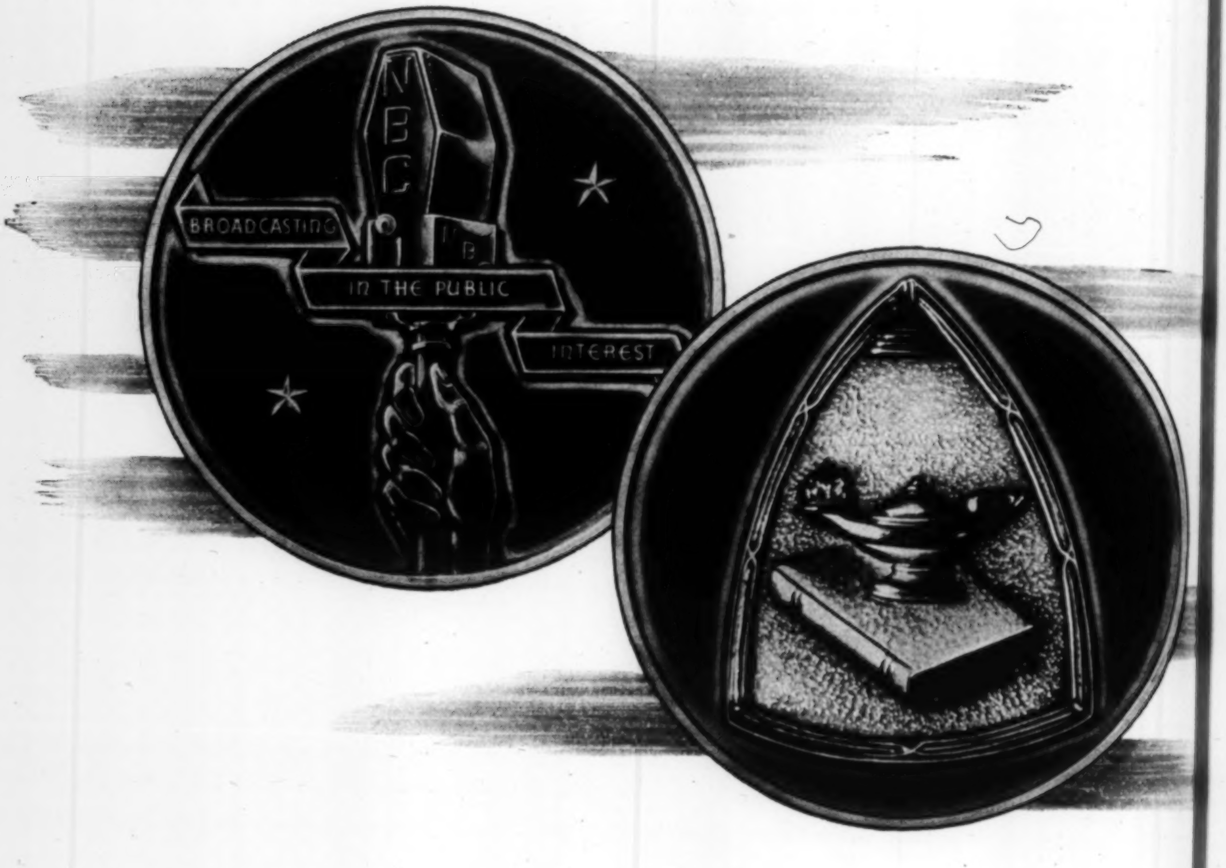
WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Continued Drive


NBC
BROADCASTING
IN THE PUBLIC
INTEREST

1942 Winners of the Annual H. P. Davis Memorial Announcers' Award

Howard Petrie, *WEAF, New York, National winner*
Gil Verba, *KOA, Denver, Mountain zone winner*
Lorne Greene, *CBL, Toronto, Eastern zone winner*
Ted Meyers, *KFI, Los Angeles, Pacific zone winner*
Fred Moore, *WGL, Ft. Wayne, Central zone winner.*

XUM

For Perfection . . .

Never before in its history has NBC been so completely mobilized for one cause and one purpose . . . The cause of *Victory!*

Yet even in the midst of a busy schedule of public service and war effort programs, NBC is permitting no detour from perfection, no letdown of its standards. NBC's constant striving to give America the finest in broadcasting, is continuing today, and will continue despite the pressures and demands of war.

Evidence of this is the recently conducted NBC competition for the annual H. P. Davis Memorial Announcers' Awards, open to every NBC station—owned, operated, or affiliated.

The H. P. Davis Memorial Announcers' Awards were established in 1935 by Mrs. Davis, in tribute to the memory of the late Mr. Davis, "the father of broadcasting" and founder of KDKA.

For the radio industry, these awards stand as symbols of the highest attainment in the art of announcing. *For NBC, they represent the never-ending effort to maintain the highest level of performance in an important branch of radio.*

THIS IS THE NATIONAL BROADCASTING COMPANY

ANA May Intervene in Network Appeals From the FCC Monopoly Regulations

LIKELIHOOD that the Assn. of National Advertisers will seek to intervene in the Supreme Court appeals of NBC and CBS from the FCC's network monopoly regulations was reported in New York advertising circles last week. Conversations to that end have been in progress for some time, it was learned, and the matter was considered by the ANA executive board last week.

Argument before the highest tribunal on the network appeals from the statutory three-judge decision in New York is tentatively set Feb. 10. Briefs normally are due three weeks ahead of argument by the appellants and about one week by the Government and by MBS, intervenor on the FCC's behalf. The ANA brief would be filed as a friend of the court and would support the networks' overall contention that network broadcasting as it is known today would be seriously disturbed if not demoralized should the regulations become operative.

It is presumed that ANA, representing some 150 of the nation's leading advertisers, would bring out that it was only after development of the network system of broadcasting that radio became an advertising medium. National advertisers believe that any change in the present system of network broadcasting would be inimical to their best interests. General counsel for ANA is I. W. Digges of New York.

War Dept. Radio Guide

REVISED radio guide for public relations officers, effective as of Jan. 1, 1943, was released last Thursday by the War Dept., Adjutant General's office. Under the new procedure, the Office of War Information now clears all Government radio time. Army public relations officers in the field will clear any new local program through OWI field men except in the case of commercial or network broadcasts. These programs must be submitted to the Radio Branch, War Dept., Washington, which in turn will clear through the OWI.

Arthur Murray Spots

ARTHUR MURRAY School of Dancing, New York, has allocated $100,000 for a spot campaign throughout the country, part of a $500,000 allottment for advertising. The studio has used occasional spot broadcasting. Ruthrauff & Ryan, New York, is agency.

WLW Asks Cour To Reverse FC

Seeks Order Giving It Rig To Operate 750 kw. W8XO

COURT action to order the FC to grant it authority to operate th experimental WLW transmitte W8XO, with 750,000 watts w sought by the Crosley Corp. Friday in an appeal filed with U. S. Court of Appeals for the D trict of Columbia. Crosley also with the FCC a petition for rehe ing on the denial of the applica of W8XO to continue operati with 500,000 watts from midn to morning.

In its appeal, Crosley, thro its attorneys, William J. Demp and William C. Koplovitz, poin out that the application for i crease in power from 500,000 750,000 watts for W8XO was prove the technical feasibility transmitting equipment. It held Commission's denial was errone and arbitrary under the FCC's ow regulations and in failing to a cord the applicant the type of hea ing provided under FCC procedu The court was asked to reverse Commission's orders of Nov. denying the construction permit plication, and of Dec. 29 denyi W8XO renewal of license.

Procedure Questioned

In its petition for rehearing fore the FCC, Crosley set out the Commission is required to tablish procedure in handling newals of license and that the plication for renewal could not dismissed in the manner in wh it was ordered.

It was held there is nothing the regulations governing develo mental broadcast stations wh distinguished their procedu rights from those of any other c of station and that full heari should be accorded Crosley bef action is taken.

No announcement has yet c from the Office of War Informat regarding probable acquisition the WLW 500,000-watt transmit for psychological warfare p poses, either in international sho wave work or for longwave broa casting abroad. The matter is bei considered. If the transmitter employed for international broa cast purposes, it probably will made into several 50,000-watt uni

Amos 'n' Andy Open

FACING further curtailment canned goods, Campbell Soup Camden, N. J., after five yea will cease sponsoring the five-we ly CBS *Amos 'n' Andy* with bro cast of Feb. 19. Firm, it was ported, had offered the team weekly half-hour spot in lie their five-weekly quarter-hour gram. Due to lateness of the son, it was said, team declined offer. Firm will continue its sp sorship of the weekly CBS R *Reader's Digest*. Ward Whe Co., Philadelphia, is agency.

NEW RECORDS...

Commercial Mail Soars to Sensational Heights!

Totals for the start of 1943

TRIPLED

same period of 1942

An Advertiser writes:

I am pleased to see that orders are increasing now that Christmas holidays have passed. We are very well pleased with the volume of business being brought in by your fine station.

Serving a Primary Area of 5,000,000 Americans That's Eastern Ohio, Western Pennsylvania and Northern West Va.

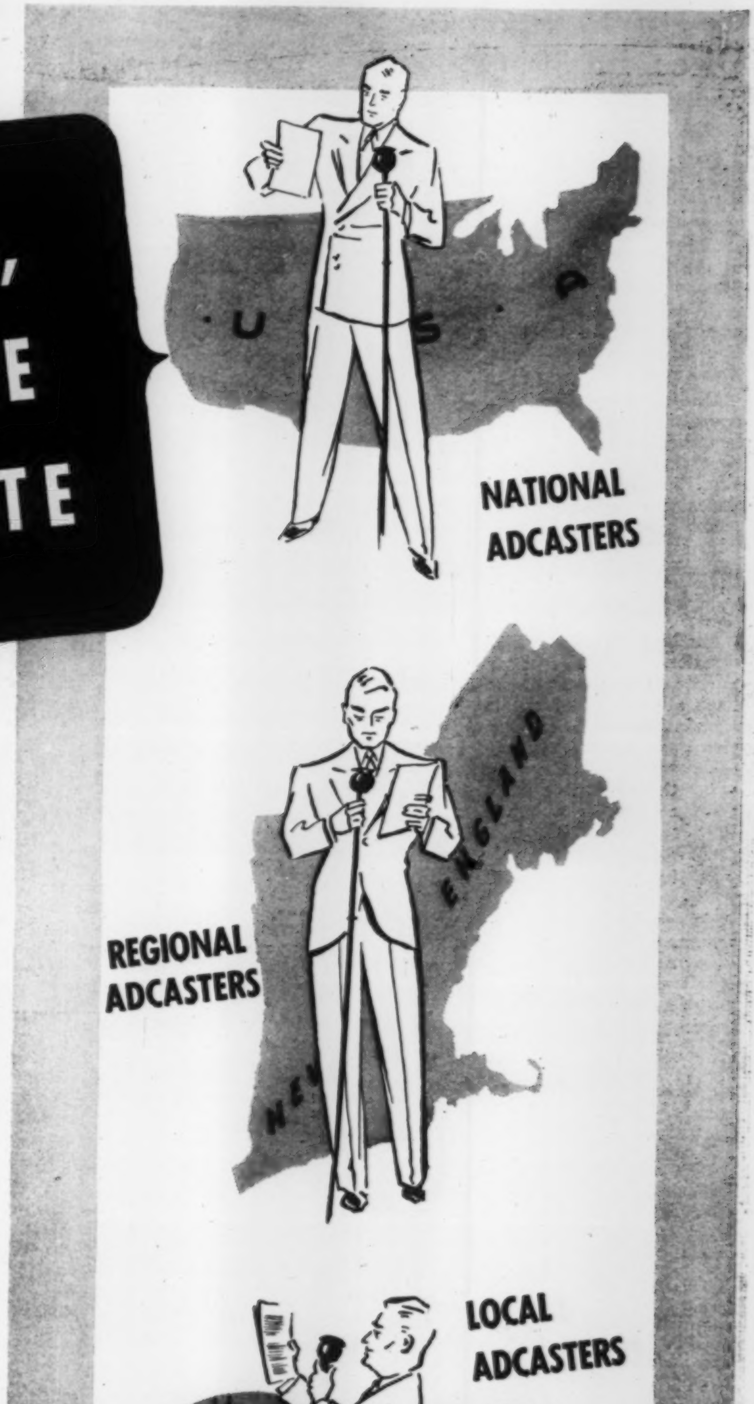
JOHN BLAIR
Represents us

50,000 Watts

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA

50,000 Watts

IN HARTFORD, ALL 3 PAY THE SAME LOW RATE


NATIONAL ADCASTERS
U S A
REGIONAL ADCASTERS
NEW ENGLAND
LOCAL ADCASTERS
HARTFORD

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy... one low rate to everybody... a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area*... and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you... and do it at a lower cost.

*Connecticut tops the 48 States in Effective Buying Income, and Hartford leads all cities in Connecticut. (Sales Management's figures)

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Co-Op to Sponsor Discs in 30 Cities

Sunday Afternoon Selected For Post-War Themes

RADIO SERIES by the Cooperative League of the U.S.A., originally scheduled to start Oct. 11, 1942, but temporarily suspended pending clarification of its format to conform with the NAB code [BROADCASTING, Oct. 12, Dec. 21], will definitely begin a 13-week campaign on 30 stations, effective Feb. 14, under the title of *Here Is Tomorrow, Neighbor.*

Dealing with various post-war opportunities in such fields as housing, education, culture, transportation, industry and agriculture, the transcribed quarter-hour series will be heard Sunday afternoons at any time between 12:30 p.m. and 5:45 p.m. best suited to the individual station selected.

Short Talks

Leading figures in the fields mentioned will deliver two to three-minute talks on their chosen subjects at the end of each program. Dramatizations, dealing with food, clothing, health, new jobs and other topics of prime importance after the war, will fill the main portion of the transcriptions. Clinton Johnston, CBS, will produce and Gerald Kean will write scripts. Agency is Atherton & Currier, New York.

Quarterly meeting of the League was held Jan. 6-8 in Chicago. A review of the year and a report on the pending radio campaign as well as on the joint meetings between League officials and the NAB Code Committee, held in Washington in December, were presented.

Bank Buys Radio

DRYDOCK Savings Institution, New York, following a one-month test campaign on two New York stations [BROADCASTING, Nov. 30], has signed a 52-week contract on WJZ, New York, to promote its bank services. Drydock's contract calls for four participations weekly on Ed East in *Breakfast in Bedlam*, and started Jan. 11. Requests for a savings plan booklet offer were still coming in last week, although the test offer campaign was concluded in mid-December. Agency is Anderson, Davis & Platte, New York.

Carnation Stops Spots

A SHORTAGE of evaporated milk, caused by the heavy drain on supply by overseas troops, has resulted in the cancellation of the *Carnation Bouquet*, transcribed program, on 33 United States and 35 Canadian stations, by Carnation Co., Milwaukee. Cancellation virtually removes Carnation from the spot field, but the NBC broadcasts of *Carnation Contented Program* Monday, 10-10:30 p.m. were renewed as of Jan. 4. Erwin, Wasey & Co., New York, handles the account.

PROGRAM TALK occupied these four CBS Coast executives during recent Hollywood visit of Gilbert Seldes, director of television for that network and currently working on daytime programs. Idea exchangers (l to r) are Hal Hudson, Pacific Coast program director; Mr. Seldes; Rull Johnston, program sales director; Arthur J. Kemp, sales manager.

Monday Period on NBC Is Selected by Heinz For 'Information Please'

AFTER several weeks speculation as to what advertiser would take over Dan Golenpaul's *Information Please* program when American Tobacco Co., New York, discontinues its sponsorship of the Friday evening show on NBC Feb. 5, H. J. Heinz Co., Pittsburgh, last week announced it will sponsor the show.

Now heard Fridays at 8:30 p.m., the program will be moved Feb. 15 to Mondays 10:30-11 p.m., but will continue its present format of guest experts appearing with the regular trio of John Kieran, Franklin P. Adams and Oscar Levant. Heinz plans to promote its "57" varieties of food products on the show, and has signed a 44-week contract with an eight-week summer hiatus, at an undisclosed weekly price. Maxon Inc., Detroit, is agency.

American Tobacco, which has sponsored the quiz program for Lucky Strikes since November, 1940, was asked by Mr. Golenpal to give up the show Feb. 5, when he objected to the company's teaser campaign on "Lucky Strike green has gone to war" [BROADCASTING, Dec. 21]. Several advertisers were interested in *Information Please*, it was reported, with Lever Bros. Co., Cambridge, supposed to have the inside track.

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati, which has had an option on the Monday through Friday 10:45-11 a.m. period on NBC since Jan. 1 when the time was relinquished by General Foods Corp.'s serial *Young Dr. Malone* [BROADCASTING, Dec. 28], will place a new serial in that spot, effective Jan. 25. Titled *Woman of America*, the program will deal with post-Civil War days, starring Anne Seymour as a pioneer woman. Product promoted will be Ivory Snow and agency is Benton & Bowles, New York.

WKAT, Miami Beach, Fla., has appointed Spot Sales Inc as station representative, replacing Paul H. Raymer Co.

Welles Relieved

ON PLEA that he is overburdened with work, Orson Welles, narrator-writer-producer of the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., is being relieved of that assignment following broadcast of Feb. 1, which completes his 13-week contract. Sponsors indicated the series will continue, although no replacement has been announced. His release is reported as "amicable and by mutual consent". Time demands of his current schedule which includes the CBS sustainer, *Hello, Americans*, and film assignments, were cited. Agency is Foote, Cone & Belding, Los Angeles.

J. B. Ford Merger

J. B. FORD Co., Wyandotte, Mich., and the Michigan Alkali Co., of the same city, have been consolidated as Wyandotte Chemicals Corp. J. B. Ford, maker of Wyandotte cleaning products, has used spot radio in the past and is lining up plans for 1943, according to N. W. Ayer & Son, Philadelphia. Officers of the new company are E. M. Ford, president and director; I. H. Taylor, sales vice-president; C. B. Robinson, sales vice-president for J. B. Ford division, and Bert Cremers for the Michigan Alkali division.

Kreuger Drops Plans

KREUGER BREWING Co., Newark, has abandoned plans for the *The Gay Falcon* series on a New England hookup of NBC stations, scheduled to start Feb. 3 [BROADCASTING, Jan. 11] due to difficulties in obtaining time clearance. No further radio is contemplated following discontinuance late in January of *Go Get It*, weekly participation program on WOR, New York. Compton Adv., New York, handles the account.

Parfax Expands

RADIO is being considered to accompany the introduction of Parfax Gasoline Booster in the selected markets of Buffalo, Rochester, Niagara Falls, Batavia, Olean and Erie, Pa. Parfax Sales, Buffalo, is distributor and Ellis Adv. Co., Buffalo, handles the account. Newspapers are already being used.

DAVIS STILL AIMS TO TAKE THE A

CONCEDING he still hopes to on the air with a regular broadc series, Elmer Davis told his ne conference last Wednesday, " still like to do it, but I can't see way clear to getting around to just yet."

He reported the transmission 6,000 words a day to this countr from North Africa over the recen ly opened channel of the new Si nal Corps transmitter in the are News intended for the troops a for local rebroadcast in North A rica is transmitted from this cou try daily over the same channel.

He said that atmospheric cond tions have interfered with t transmission at times but add that increased service is anticipat despite that factor.

Clark Candy Expandi Blue Network Activiti

RETURNING to BLUE with a most double the number of statio used on its former program *Ser ice With a Smile*, D. L. Clark C Pittsburgh candy manufacture will sponsor John Gunther, a John Vandercook, both authors a commentators, on 110 statio Sunday, 5 to 5:30 p.m. starti Feb. 28, or earlier.

Promoting Clark candy bars a Zagnut bars, the broadcasts w consist of news analyses, for t first quarter-hour, followed by period during which Gunther a Vandercook will answer questio submitted by listeners. A world las and a 24-bar box of Clark ca will go to listeners submitting qu tions used on the program. Cl entered network radio for the fi time October, 1941 with *Serv With a Smile*, weekly army tal show, which ran for 26 we Walker & Downing, Pittsburgh, agency.

Gulden Adds

CHARLES GULDEN Inc., N York, has added WCAO, Baltim and WFBL, Syracuse, to the li six eastern stations carrying qu ter-hour recorded programs news periods for Gulden's must from two to three times wee [BROADCASTING, Oct. 19]. In ad tion, advertiser uses seven wee news periods on WQXR, New Yo Agency is Charles W. Hoyt C New York.

Standard Brands Buyin

STANDARD BRANDS, New Yo is placing a schedule of 15 s announcements weekly on ei New England stations for Fleis mann's B Vitamin Yeast table one of its four new products cently announced. Campaign start Feb. 15 is being placed Kenyon & Eckhardt, New York

Nursery Campaign

GARDNER NURSERY Co., Osa Iowa, on Jan. 18 began its twel consecutive radio advertising ca paign with daily schedules of minute spots and five and fifte minute programs on 64 static Stations will be increased gra ally to 350. Campaign continues June. Agency is Northwest Ra Adv. Co., Seattle.

XUM

"CBS OUTLET"

- - - *an incomplete label!*

● KLZ, along with 115 other stations, carries CBS programs. But the similarity ends there.

KLZ possesses an individual character and personality which distinguishes it from all other stations and which makes it stand out in its own community.

To KLZ's label as a "CBS Outlet" should be added its additional important functions as an outlet for local news, for farm and market information, for local religious, educational, and sports broadcasts, and for a vast assortment of service programs of special interest and importance to the Rocky Mountain region.

KLZ is proud of its CBS label. It is prouder still of its opportunity and record of service in its community and of the estimate attached to it by the listeners which it serves in this area.

KLZ

Denver

Columbia
Network
560 Kc.

FFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

$8,089,000 Budget Is Asked For FCC Operations in Year

$2,000,000 Is Requested for Normal Functions Despite Curtailment; War Funds Soar

HOW THE FCC will fare during the new fiscal year beginning next June, in the light of increased demand for curtailment of Government overhead, was considered by the House Appropriations Subcommittee for independent offices at hearings held behind closed doors last Friday.

The President, in his budget message last week, recommended an appropriation for the 1944 fiscal year of $8,089,000 for the Commission, an increase of $703,000 over the current fiscal year funds and four times the amount the Commission received in the pre-war and war planning period.

Normal Functions Reduced

Significant was the statement in the President's message that he would cooperate with Congress in effecting reductions in "non-war" expenditures, even through revision of "underlying legislation" and in any other way.

While $6,000,000 of the projected $8,000,000 appropriation is earmarked for national defense appropriations, the fact that a $2,000,000 fund is sought for normal peacetime operations of the Commission occasioned some surprise. The Commission's normal functions have been reduced appreciably—possibly as much as 75%, it was estimated in informed quarters.

The President's message, accompanying his total war budget of nearly 109 billion dollars, and seeking additional taxes and compulsory savings of 16 billions for the new year, made recommendations only for non-war expenditures of the Government. The President pointed out that he would submit next spring detailed information covering war expenditures, since their disclosure now would "reveal information to our enemies".

The budget estimate for the FCC allocates $6,070,000 for national defense activities, with the $700,000 increase in that field alone. This would cover activities of the Radio Intelligence Division and Foreign Broadcast Intelligence Service, created two years ago as war operations, along with national defense expenditures for engineering, law and accounting, in behalf of the Board of War Communications.

A supplemental appropriation of $140,500 for the fiscal year 1943 was sought for the FCC last Tuesday in an executive communication sent to Congress. This fund was for the national defense activities of the FCC and was referred to the appropriations committee.

The budget breakdown indicated the sharply increased cost of FCC operation during recent years. In 1936, when the FCC undertook its far-reaching telephone investigation, the appropriation, including the special inquiry fund, aggregated $2,262,000. In 1937, it dropped to about $2,000,000 and in 1938, 1939 and 1940 it was in the neighborhood of $1,800,000. The first year of defense activities, in 1941, boosted the appropriations to approximately $3,465,000. Then in 1942 it jumped to $5,244,000 and the current fiscal year to $7,386,000.

The explanatory statement in the President's budget message pertaining to FCC appropriations follows:

> "The estimates submitted for the fiscal year 1944 provide for a continuation of the regulatory work of the Commission at the same level as for 1943 and an expansion in its war activities. For the latter purpose, an increase of approximately 11% is submitted in the estimates. This will make provision for the work of monitoring stations which are operated on a 24-hour basis to insure a continual and effective policing of all radio communications channels and signals. It will also provide for coordination with the War Dept. Interceptor Commands in the silencing of radio stations during air-raid danger and insure prompt return to the air when the danger is over. Other activities affected by the increase are: Listening in on foreign radio transmissions of intelligence and propaganda, thereby guiding counterpropaganda and other necessary actions; and maintenance of an adequate communications service to meet the needs of the Nation, including the formulation of plans for the Board of War Communications."

In the breakdown by projects or functions, the 1944 estimates for the FCC allot $284,207 for regular activities of the engineering department and $3,626,557 for its war activities; the law department's regular functions for 1944 were estimated at $264,008 and for national defense at $292,763; the accounting department's regular activities were estimated at $249,576 and for national defense at $52,589; the administrative department regular functions $470,526 and for national defense $273,387. The Foreign Broadcast Intelligence Service had a 1944 budget estimate of $1,824,704, an increase of about $150,000 over the current appropriation. In the regular functioning of the Commission, the field staff of the engineering department would receive, under the 1944 estimate, $618,402 and the field accounting department $113,281.

Other items in the budget message relating to radio include a State Dept. allotment of $2,089,950 for communications services, as against $1,394,350 in the 1943 fiscal year. Of this aggregate, a figure of $165,600 for radio transmissions in code is allotted, and described as a new communications venture for the State Dept.

A slash of $200,000 in the appropriation for the Anti-Trust Division of the Dept. of Justice is recommended, with a total budget of $1,600,000. This is regarded as of significance, because of pending anti-trust suits instituted by Assistant Attorney General Thurman Arnold, involving the major networks, and also the Associated Press suit, which is believed to involve principles applicable to network broadcasting.

FURNITURE STORES' 11th YEAR

South Carolina Dealer, Making 3500th Talk, Praises Steady Use of Radio Time

C. P. HAMMOND, president of Hammond-Brown-Jennings furniture stores, steady users of radio advertising, delivered his 3,500th talk on WSPA, Spartanburg, S. C., recently, and took time out from his customary fishing commentaries to advise other merchants that radio advertising pays.

Mr. Hammond has been giving informal 15-minute talks on the station for 11 years. In that period he has seen his furniture business grow by leaps and bounds.

In his 3,500th talk, he credited this success to his steady use of radio. "To make radio advertising pay," he said, "an advertiser has to take a program and stick with it. Spasmodic advertising over the radio does not pay," he asserted, adding he had been on the air three to six times weekly for 11 years.

Addressing other merchants, he said, "It will pay you fellows who are doing business in the old way to do it the new way—use radio. I know Hammond-Brown-Jennings has profited by our programs over WSPA."

The furniture store president-commentator is a constant angler, having fished all over the Carolinas, Georgia and Florida. Last year he fished all the way to California. His fishing tales have always been within reason—perhaps because he is a leading Methodist.

Hammond's 3,500th Talk

The program is shaped from notes on the back of envelopes. Mr. Hammond tells not only his own experiences, but fish stories that listeners send in. For commercials—after 3,500 talks—he still depends on informal memos.

JUSTICE RUTLEDGE VERSED IN RAD

THE SUPREME Court acquires
justice conversant with radio re
latory problems with the appoi
ment last week by President Roo
velt of Associate Justice Wi
Blount Rutledge Jr., of the U.
Court of Appeals for the Distr
of Columbia, to the nation's hig
est bench. Justice Rutledge, w
fills the seat left vacant by t
resignation of James F. Byrn
Economic Stabilization Direct
has served on the lower court sin
1939.

The appellate court handles vi
tually all appeals from decisions
the FCC, and while Justice Ru
ledge has not written any of t
more important opinions pertai
ing to radio regulation, he neve
theless has participated in prac
cally all of these cases.

Mentioned as possible success
to Justice Rutledge on the circ
court is Thurman Arnold, Assista
Attorney General in charge of an
trust prosecutions. Mr. Arnold
nomination, however, likely wou
precipitate considerable Congre
sional controversy because of h
labor views and his aggress
anti-trust policy. Justice Rutledge
confirmation, on the other ha
was regarded as a foregone co
clusion.

Only 48, Justice Rutledge w
born in Cloverport, Ky., the son
a Baptist preacher. He was de
of the law school of the U of Io
when named to the lower court a
is the first Roosevelt appointme
from the west.

Union Buying Time

TRANSPORT Workers Union,
affiliate of the CIO, has purchas
a weekly program on WLI
Brooklyn, Sundays, 3-3:15 p.m.
present the case of New York s
way workers, for whom it is se
ing higher wages. Broadca
started Jan. 10, with Michael Qu
TWU international president,
speaker. Union officials and rep
sentative citizens are to be hea
on subsequent programs, for a p
riod of four weeks. Addition
other outlets is contemplated. Wa
ter Wiley Adv., New York, is han
ling the account.

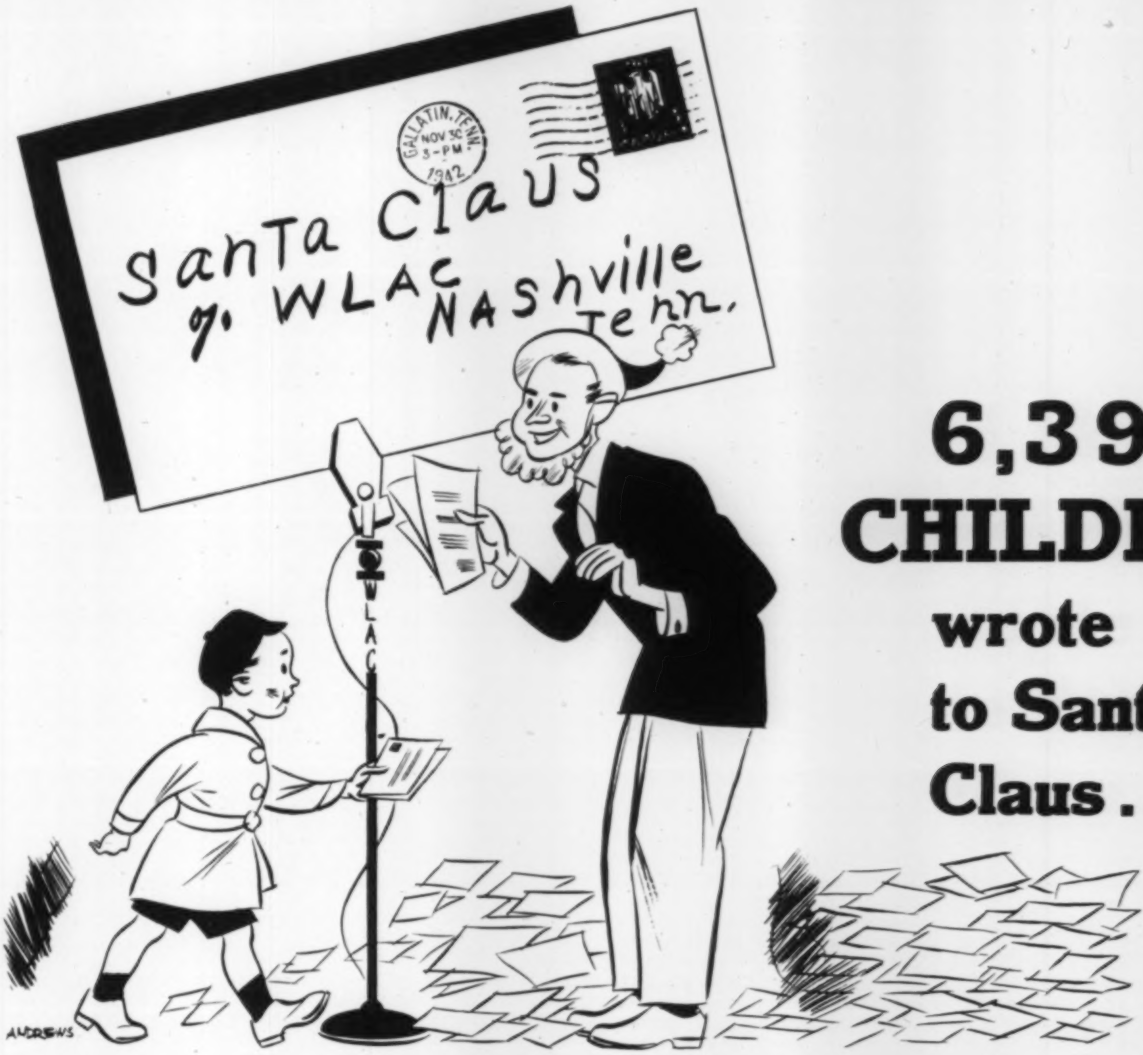
Stationery Spots

STATIONERS SPECIALTY C
New York, using radio for the fi
time, will start a national ca
paign on 50 to 60 stations la
this month on behalf of a servi
men's combination diary and scr
book titled *My Buddy Book*. Fi
minute and quarter-hour progra
and spot announcements will
used on a varying basis. Fi
stage of the campaign got un
way Jan. 11 on New York statio
WHN and WJZ, with a sched
of from three to five live announ
ments weekly. Carl Calman I
New York, handles the account.

Cosmetic Latin Spots

MICHEL COSMETICS Inc., L
Island City, N. Y., has starte
transcribed quarter-hour mu
series, *Romance & Melody* on XE
Mexico City, on a twice-we
basis, and may place the progr
on other Latin American stati
Agency is Irwin Vladimir &
New York.

XUM


Santa Claus
c/o WLAC Nashville
Tenn.
GALLATIN, TENN.
NOV 30
3-PM
1942
WLAC
ANDREWS

6,393 CHILDREN

wrote to Santa Claus . . .

just to hear him read their names over the air!!

SANTA CLAUS...

appeared over WLAC at 4:15 in the afternoon for just 28 days, offering nothing more than an acknowledgement of letters. Children responded with 6,393 mailing pieces.

And, more children heard Kris Kringle in the great Tennessee Valley area than ever before, because THIS time the old gentleman was using the new 50,000-watt transmitter of WLAC.

THAT'S THE TYPE OF RESPONSIVE AUDIENCE NOW TUNING TO THIS STATION !!

WLAC
NASHVILLE, TENN.

- 50,000 WATTS
- 1510 ON YOUR DIAL

PAUL H. RAYMER CO.
National Representative

J. T. WARD, OWNER

F. C. SOWELL, MGR.

CBS
AFFILIATE

OWI V-MAIL DRIVE TO BEGIN JAN. 25

UTILIZING more than 70 commercial and sustaining network programs as well as all independent stations, a three-weeks' campaign for V-Mail will start Jan. 25, the OWI radio bureau disclosed last week.

Commercial and sustaining programs will weave in their own plugs to suit the material of their particular shows, and the local stations will receive three one-minute recorded announcements for use each day during the drive.

Some of the commercial programs to be used are *Lux Radio Theatre, Kate Smith, Eddie Cantor, Amos 'n' Andy, Dinah Shore, One Man's Family, Andre Kostelanetz, Vic & Sade, Backstage Wife, Mayor of the Town, Maxwell House Time, Big Sister, Gracie Fields, Easy Aces, Bill Stern, Jack Benny, Life Can Be Beautiful.*

Backing up the campaign to insure proper distribution within easy reach of the average citizen is the OWI's Merchandising Committee on Army and Navy V-Mail consisting of Stanley L. Wessel, chairman, The Wessel Co.; Craig R. Sheaffer, president, W. A. Sheaffer Pen Co.; T. J. Hargrave, president, Eastman Kodak Co.; W. C. Wittemore, executive secretary, Wholesale Stationers Assn.; W. F. Kittell, F. W. Woolworth; Robert J. Bender, president, Gartner & Bender Inc.; John W. Dargavel, executive secretary, National Assn. of Retail Druggists; Charles P. Garvin, general manager, National Stationery Assn., and Harry Affelder, president, Envelope Mfrs. Assn.

Jack O. Gross Named KFMB General Manager

JACK O. GROSS, former sales manager of KFWB, Hollywood, has been appointed general manager of KFMB, San Diego, Cal., with option to buy subject to FCC approval. Station owner, Worcester Broadcasting Corp., on Jan. 11 applied to the FCC for voluntary transfer of control to the First National Trust & Savings Bank of San Diego, as trustee for the late Warren B. Worcester.

Mr. Gross

In radio more than 20 years as announcer, producer, sales executive and manager, Mr. Gross has been identified with the former KEHE, Los Angeles, Southwestern Broadcasting System and KTBS-KWKH, Shreveport.

Walker Heads WJHP

WALLACE A. WALKER, former chief statistician of MBS in New York and also formerly with C. E. Hooper Inc., New York research firm, has been appointed manager of WJHP, Jacksonville, Fla., succeeding Henry G. Wells, now in the Navy. Mr. Walker was graduated from Yale in 1930 and in 1928 was a member of the national championship fencing team.

SAFE FOR
SAFE FOR
BUTTER
EGGS

FOR SAFE-KEEPING, Hollywood BLUE executives stored this beribboned egg and quarter-pound of butter in improvised larders following Dec. 27 broadcast on the four major networks announcing general rationing. Keepers of the egg and butter are these BLUE western division officials (l to r): Sydney Dorais, auditor; Milton Samuel, publicity director, and Don E. Gilman, vice-president.

Bob Hope Top Comedian, Benny Second In World-Telegram's Annual Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted favorite comedian, and his show the favorite program, by 120 radio editors of United States and Canada in the 12th annual poll conducted by the *New York World-Telegram*. Jack Benny, winner for eight years up to 1941, again is second comedian. He is third in the "favorite program" group.

Information Please moved to second place in that class, and after Benny, the editors chose Fred Allen, Bing Crosby, New York Philharmonic, Charlie McCarthy and *Lux Radio Theatre*. Favorite quiz show was *Information Please* and top dramatic program was *Lux Radio Theatre*.

Dinah Shore New Star

Outstanding new star is Dinah Shore, followed by Zero Mostel and Red Skelton, last year's winner in that category. Harry James nosed out Guy Lombardo as most popular orchestra, a position Guy has held for 11 years. Bing Crosby again won the vote for male popular singers, while Dinah Shore was favored girl singer.

Best Government show was *The Army Hour* and outstanding broadcast of the year was Cecil Brown's description of the sinking of the *HMS Repulse* and the *Prince of Wales*.

Following is the list of favorite programs which secured 10 or more votes (the number following the name of the star or program represents the total vote after averaging on the basis of three votes for first choice, two for second and one for third):

Favorite Program—Bob Hope 74, Information Please 68, Jack Benny 54, Fred Allen 50, Bing Crosby 48, New York Philharmonic 42, Charlie McCarthy 36, Radio Theatre 34, Fibber McGee & Molly 30, Henry Aldrich 24, Duffy's Tavern 22, NBC Symphony 22.

Comedians—Bob Hope 167, Jack Benny 94, Fred Allen 87, Fibber McGee & Molly 80, Red Skelton 28, Charlie McCarthy 27, Duffy's Tavern 25, Burns and Allen, 14.

Quiz Programs—Information Please 197, Take It Or Leave It, 105, Quiz Kids and Truth or Consequences 56, Bob Hawk 41, Dr. I.Q. 29, Double Or Nothing 22, Kay Kyser 19.

Dramatic Programs—Lux Radio Theatre 173, Screen Guild 47, Henry Aldrich 44, Cavalcade of America 34, Inner Sanctum 26, One Man's Family 20, First Nighter 18, Mr. District Attorney 14, March of Time 13.

Juvenile Programs—Let's Pretend 118, Quiz Kids 47, Lone Ranger 39, Jack Armstrong 29, School of the Air 21, Little Blue Playhouse and Henry Aldrich 20, Children's Hour 13, Superman 12.

Popular Orchestras—Harry James 89, Guy Lombardo 69, Tommy Dorsey 47, Fred Waring 43, Sammy Kaye 40, Andre Kostelanetz 32, Kay Kyser 29, Benny Goodman 22, Freddy Martin and Xavier Cugat 19, Jimmy Dorsey and Glen Miller 17, Phil Spitalny 12.

Quarter-Hour Programs—Fred Waring 99, Vic and Sade 43, Walter Winchell 30, News of the World 21, Amos 'n' Andy 16, Easy Aces 15, Lum and Abner 14, Harry James and Dinah Shore 12, Treasury Star Parade 11, Ceiling Unlimited and Here's Morgan 10.

Girl Popular Singers—Dinah Shore 191, Kate Smith 84, Ginny Simms 79, Connie Boswell 33, Frances Langford 25, Mary Martin 23, Helen O'Connell 11.

Male Popular Singers—Bing Crosby 184, Dennis Day 54, Barry Wood 33, Frank Sinatra 29, Lanny Ross and Frank Parker 28, Bob Eberle 26, Frank Munn 11.

New Star—Dinah Shore 50, Zero Mostel 45, Red Skelton 44, Herb Shriner 25, Ed Gardner 20, Victor Borge, Harry James and Ginny Simms 15, Joan Davis and Wilbur Evans 10.

Concert Singers—Lily Pons 77, Nelson Eddy 70, Richard Crooks and Gladys Swarthout 64, Lawrence Tibbett 43, Jan Peerce 32, James Melton 29, Marian Anderson 25, John Charles Thomas 24, Margaret Speaks 22, Conrad Thibaut 12, Vivian della Chiesa 11, Helen Traubel 10.

Symphonic Programs—New York Philharmonic 190, NBC Symphony 160, Kostelanetz Orchestra 46, Philadelphia Symphony 45, Voorhees Orchestra 22, CBS Symphony and Wallenstein's Concert Orchestra 17, Wallenstein's Sinfonietta 16, Cleveland Symphony 14.

Sports Announcers—Bill Stern 236, Ted Husing 122, Red Barber 89, Mel Allen 33, Don Dunphy 21, Stan Lomax 15, C McCarthy 11.

Announcers—Milton Cross 115, Ken C penter 56, Harry von Zell 55, Don W 45, Martin Block 25, Bill Goodwin 20, D Ross 15, Howard Petrie, Harlow W Ken Niles 10.

News Commentators—Raymond G Swing 107, H. V. Kaltenborn 59, L Thomas 55, Gabriel Heatter 32, Willia Shirer 31, Fulton Lewis jr. 30, Ray Clapper 28, Earl Godwin 26, Cecil B 22, Edward R. Murrow 19.

Outstanding Broadcasts — Cecil B on sinkings 50, Roosevelt's war me to Congress 40, The Murder of Lidic Churchill's address to the U. S. Cong 21, Premiere of Shostakovich's Se Symphony 20, Bond Night on the Roosevelt's Speech to the French, Bil Rights Show, and Willkie's report world tour 15, and MacArthur's from Australia 10.

Best Government Show—The A Hour.

CHANGE IN DISC RULE
Announcement on War Series
May Come at End

ACTING upon recommendations the Office of War Information, th FCC announced last Tuesday had granted permission for sta tions to identify mechanical re cordings as such by appropria announcement either immediatel preceding or immediately followin the broadcasting of transcrib Government messages of maximu duration of two minutes on wa information. Existing regulatio require the identification announ ment immediately preceding a transcribed broadcasts, irrespecti of length, except where incide music is involved.

The FCC announced the acti was taken upon request of OW on Jan. 6 for permission to ma announcement, "This transcrib communication is from the Off of War Information", followi one-minute spot transcribed a nouncements.

The Commission went beyond th OWI suggestion by waiving th rule on war information transcri tions up to two minutes in leng and by permitting the announce ment before or after, rather th only after rendition, as reco mended by OWI.

'Dimes' on Blue

WITH Eddie Cantor as m.c., t annual *March of Dimes*, featuri radio and film name talent, th year will be released exclusive over BLUE stations Jan. 23, 11: p.m.—12:15 a.m. (EWT). Prec ing President Roosevelt's birthd by one week, the 60-minute bene broadcast for Warm Spring (Ga.) Foundation will origina from Hollywood. Vick Knigh West Coast manager and produ er of the Biow Co. is to handle p duction. Edgar (Cookie) Fairch has been assigned musical direct Talent arrangements are throu cooperative efforts of Hollyw Victory Committee and Committ for Celebration of the Preside Birthday.

Winchell Due Soon

LT. COM. WALTER WINCHEL on leave of absence in Brazil f his Sunday night program, spons on the BLUE by Andrew Jergens C Cincinnati, may return to the p gram by Jan. 24, according to Le & Mitchell, New York. His Sun night 9-9:15 p.m. period has b filled by four commentators.

XUM

"...a memorable contribution to the war"—

WNEW can be proud, without boasting, of Variety's Special Award for 1942—a citation for its program memorializing Nazi rape of the Czech town of Lidice.

In making the award, Variety's editors said:

"In producing 'We Refuse To Die', WNEW displayed vision, courage and showmanship of first-rate calibre . . . It was a major undertaking. The original broadcast was aired on October 25th. Subsequently it was heard over the entire world.

"Thus a single station was responsible for telling all the peoples of the world that America noted well the infamy of Lidice. By so doing, WNEW made a memorable contribution to the war."

WNEW expresses its thanks to Variety, and to Madeleine Carroll, Joseph Schildkraut, Erich von Stroheim, Clifton Fadiman, Philip Cohan, and the others who freely gave their services to this broadcast.

If, through "We Refuse To Die," millions of people, or even a handful, came to understand better what the United Nations are fighting for, that is reward in ample measure.

Recent WNEW Awards

1940 *Variety* Showmanship Award.
Billboard Radio Publicity and Exploitation Award.

1941 *Variety* Honorary Award.
Billboard Radio Publicity and Exploitation Award.

1942 *Motion Picture Daily* Special Exploitation Award.

WNEW

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY • 10,000 WATTS DAY AND NIGHT • 1130 KILOCYCLES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

AP

WTHT, Hartford, Conn.

. . . excellent!

Sereno B. Gammell,
News Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

MAMA, DON'T DO THAT/ HOW CAN YOU LISTEN TO
KXOK
ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Radio at Peak

(*Continued from page 11*)

talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 15-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 49% of radio set-owners.

The talk, entitled "A visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

	1941	*1942*
May	15.6	13.5
June	14.6	13.9
July	15.1	12.8
August	13.6	12.3
September	15.7	13.1
Season average	15.0	13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1939 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 25.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1935 Detroit Tigers-Chicago Cubs Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 35.

VI—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

Rating (% of Set Owners)	*1942* *No. of Programs*	*1942* *% of Total*	*1941* *No. of Programs*
40% and over	4	3.3	0
35.0—39.9	0	0	2
30.0—34.9	5	4.2	3
25.0—29.9	4	3.3	2
20.0—24.9	8	6.7	6
15.0—19.9	15	12.5	14
10.0—14.9	37	30.8	32
5.0— 9.9	30	25.0	34
0.0— 4.9	17	14.2	20
	120	100.0	113

Tube Researcher Gets IRE Medal

Dr. William Wilson Honored; Fellowships to Ten

DR. WILLIAM WILSON, retiring as assistant vice-president of Bell Telephone Labs. after 28 years with the Bell System, will be awarded the Institute of Radio Engineers 1943 Medal of Honor at the IRE midwinter conference Jan. 28 in New York. Dr. Wilson, for many years in charge of vacuum tube research and development for the Bell System, is a Fellow of the Institute, which he served for three years as a director.

Ten Fellow awards will be granted by the IRE, as follows: Andrew Alford, head of Air Navigation Labs. of International Telephone & Radio Mfg. Co., New York; Ivan S. Coggeshall, general cable supervisor, Western Union Tel. Co., New York; Capt. Jennings B. Dow, Bureau of Ships, USN, Washington; Lee A. DuBridge, professor of physics and dean of faculty, U of Rochester.

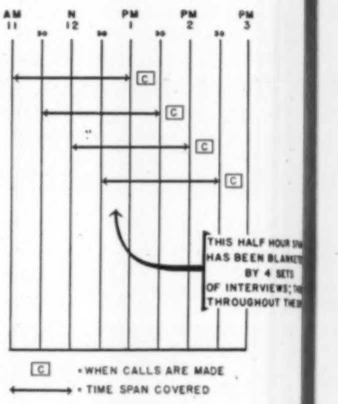
Dr. Peter C. Goldmark, chief engineer, CBS television department; Daviel E. Harnett, chief engineer, Hazeltine Service Corp., Little Neck, N. Y.; Dorman D. Israel, chief engineer, Emerson Radio and Phonograph Corp., New York.

Axel G. Jensen, television research engineer, Bell Telephone Labs., New York; Lt. Col. George F. Metcalf, Office of the Chief Signal Officer, War Dept., Washington, and Dr. Irving Wolff, physicist, RCA Laboratories, Princeton, N. J.

ALL-CANADA Radio Facilities Ltd. has taken Canadian rights to *Hollywood Headliners* and *Look in Your Mirror*, produced by NBC's Radio-Recording division.

CHART VII

CONTINUOUS DAY PART'S OVERLAPPING TECHNIQUE



Nikola Tesla

NIKOLA TESLA, electrical ge ius and immigrant from Austri Hungary, died in his sleep Jan. at the Hotel New Yorker, Ne York City after two years of fai ing health. Mr. Tesla, who amon other things conceived the idea the rotating magnetic field and i vented arc lighting, the Tes motor, the Tesla coil, and disco ered many electrical princip used in radio, had worked to t end, and recently was experimen ing in radiation, material strea and emanations. His first inventi was made in Budapest in 1881, b since 1884 he has lived in the Uni ed States. He was 85.

WTOC stands for
we deal with . . .
W̲ise,
T̲houghtful,
O̲bservant
C̲lients who have their eyes open to Savannah's boom market

$$$ WTOC $$$

Savannah, Georgia
CBS - UP News - 5,000 Wat
Reps: the KATZ AGENCY

XUM

COPYRIGHT ARMY AIR FORCES AID SOCIETY

Telephone wire coming up

Here's a bomber-gunner hurrying to load his 50-calibre gun. . . .

In peace, a lot of that copper would have gone into new telephone lines. Now it's needed for shooting and winning the war.

That's why we can't build new lines right now. That's why we're saying—"Please don't place Long Distance calls to war-busy centers unless it's absolutely necessary."

Thanks for all your help and we hope you will keep remembering.

BELL TELEPHONE SYSTEM

WAR CALLS COME FIRST

What Time Have You?

Do you have time on a major metropolitan station that you assume "covers" the flourishing Quincy area?

If you have time at 8:00 to 8:15 A. M., for example, on the *top ranking* "outside" station, you're actually heard by only 17% as many people as listen to WTAD at that hour. At 12:00 to 12:15 noon—only 24%. At 8:00 to 8:15 P. M.—only 35%!

And at *any* time, outside Quincy proper, 50% *more* people indicate WTAD is their favorite station (over its nearest competitor).

If you have time on any one of 10 "outside" stations, you're paying *something* to "cover" Quincy. Looks like a pretty spotty selling job at whatever the cost, doesn't it? Especially when you *can* have time on WTAD—at *very* moderate rates—and really reach 563,000 listeners who spend more than 130 million dollars annually.

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS

Represented Nationally
by the Katz Agency

Wartime Subjects On CAB Agenda

Annual Convention Feb. 15-17 To Hear NAB Officials

WARTIME SUBJECTS will highlight the ninth annual convention of the Canadian Assn. of Broadcasters, scheduled for Feb. 15-17 at the King Edward hotel, Toronto. It will be the fourth wartime meeting for the CAB.

Preceding the official sessions will be a directors' meeting Feb. 13. A directors' dinner, Feb. 14, will be given Neville Miller, NAB president; Lew Avery, sales director, and Mrs. Dorothy Lewis, coordinator of listener activity of the NAB, Washington.

Avery Leads Sales Talks

At the first closed meeting, scheduled for the morning of Feb. 15, Glen Bannerman, president and general manager, will make his annual report. Standardization of rates also will be discussed. Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., will speak at a luncheon session that day.

Advertisers, agency executives and CBC officials have been invited to attend an afternoon session at which a preliminary report of the CAB Research committee on "Recommendations for Setting Up an Authoritative Method of Measurement of Coverage and Listener Habits" will be made. Following the report Mr. Avery will lead a roundtable discussion on "Selling the Medium".

War Problems Scheduled

Second day will begin with a breakfast roundtable discussion of "Broadcasting and the Armed Services", with speakers from the Canadian armed forces public relations office. Government officials will discuss manpower, priorities, war finance and the Wartime Prices and Trade Board at a morning session Feb. 16.

Officers will be elected at a closed afternoon conference to be followed by the annual CAB dinner.

Mrs. Lewis is scheduled to lead a discussion on "Interesting to the Listener" at a breakfast session Feb. 17. Both morning and afternoon meetings will be closed, with censorship, public relations, internal relations, transcribed music and general business on the tentative agenda. A joint luncheon for the CAB and Broadcast Sales Club of Toronto is set for the same day.

Waldman Promoted

EMERSON WALDMAN, chief of foreign language and farm programs of the Treasury War Savings Staff, has been appointed assistant chief of the Radio Section. Mr. Waldman came to the Treasury from Steve Hannigan Associates in October, 1941, and had previously been with NBC, Transradio Press and the *Washington Daily News*.

Merchandising & Promotion

Program Buildup—Northwest Discounts—Whipping Sales
Filbert the Flea—Fishing for Time

CBS DEPARTMENT of program promotion, headed by Thomas D. Connolly, has sent envelopes of suggested promotional and publicity material on *Adventures of the Thin Man*, which started on CBS Jan. 8 sponsored by General Foods; *Colonel Stoopnagle's Stooparoos*, which began on CBS Jan. 10, sponsored by Schutter Candy Co., and Harry James, heard since last fall on CBS for Chesterfields and recently voted the best swing band in the *Motion Picture Daily* poll, to stations broadcasting these programs for their use in building up local audiences.

* * *

Northwest Discounts

STRESSING discounts over and above the frequency discounts, when advertisers buy two or all three of the markets of the Pacific Northwest group of stations, a new booklet is being sent to prospective advertisers. Daytime and nighttime coverage market data and listener capacity are listed for KXL, Portland, Ore., KFPY, Spokane, Wash., and three stations of the Z net, Montana—KGIR, Butte, KRBM, Bozeman, and KFPA, Helena.

* * *

Whipping Sales

"TO WHIP the Axis, buy War Bonds and Stamps . . . to whip low sales, hire WIBW", reads the Topeka, Kan., station's latest promotion gift to prospective advertisers. Encased in a long red box is an attractive whip of vari-colored woven silk thread. Pasted on the accompanying card containing the sales message is a War Stamp. Carter-Owens Adv. Agency, Kansas City, originated the idea.

* * *

Radio's Part

LAUDING radio's part in civilian defense, in the War Bond campaign, in farm programs, in building morale, and in all phases of the war effort on all fronts, officials of the Government and private industry pay tribute to the industry in five full-page advertisements which appeared in the *Baltimore News-Post* recently. The The first of a series, the ads quote leading Federal officials.

* * *

Dedicating Bonds

DEDICATION of War Bonds to individual boys in the armed forces is a feature of the War Bond and Stamps campaign of KWTO, Springfield, Mo. For every Bond purchased at their studios, the stations makes a spot announcement of the boy in whose honor the Bond was purchased, also writes to him about it.

* * *

Rambling for Radio Fans

PERSONALITIES and programs of WTAG, Worcester, and networks are discussed for radio fans in a new column, "Radio Ramblings", in the *Worcester Telegram*, WTAG's affiliated newspaper. Author is Paul Larkin, for 10 years on the paper's editorial staff.

Plugs Radio

A DISTINCTIVE advertising layout was employed by WCAU, Philadelphia, on the last day of the old year. A complete page was taken in the three major Philadelphia dailies to present a boxed message six inches wide by four inches deep entirely surrounded by white space. In its copy, WCAU commended all the broadcasting stations in Philadelphia and throughout the country as well for the role they played in the war effort in 1942, and prophesied that the greater job to be done in 1943 would be similarly accomplished. The full-page ads, combining a dignified institutional message with showmanship, were placed in the *Inquirer*, *Bulletin* and *Record*, with which WCAU enjoys a space-for-time swap arrangement.

* * *

Scrappy Mascot

FILBERT THE FLEA, the scrappy mascot who stings sluggish citizens into active defense work, is a patriotic creation of "Skipper" Dawes, education director of WFIL, Philadelphia, aired on the station's *Quaker City Scrappers* program for school children. The mascot will be featured in a cartoon on a "Scrappers Score Card", sent by WFIL to 500 schools in the Philadelphia area to provide a pictorial means of recording the patriotic activities of the boys and girls in the school's classes.

* * *

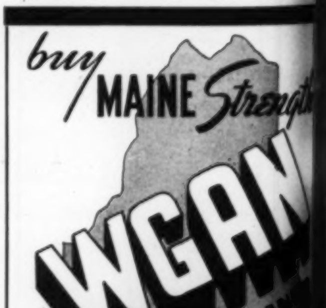
Angling for Advertisers

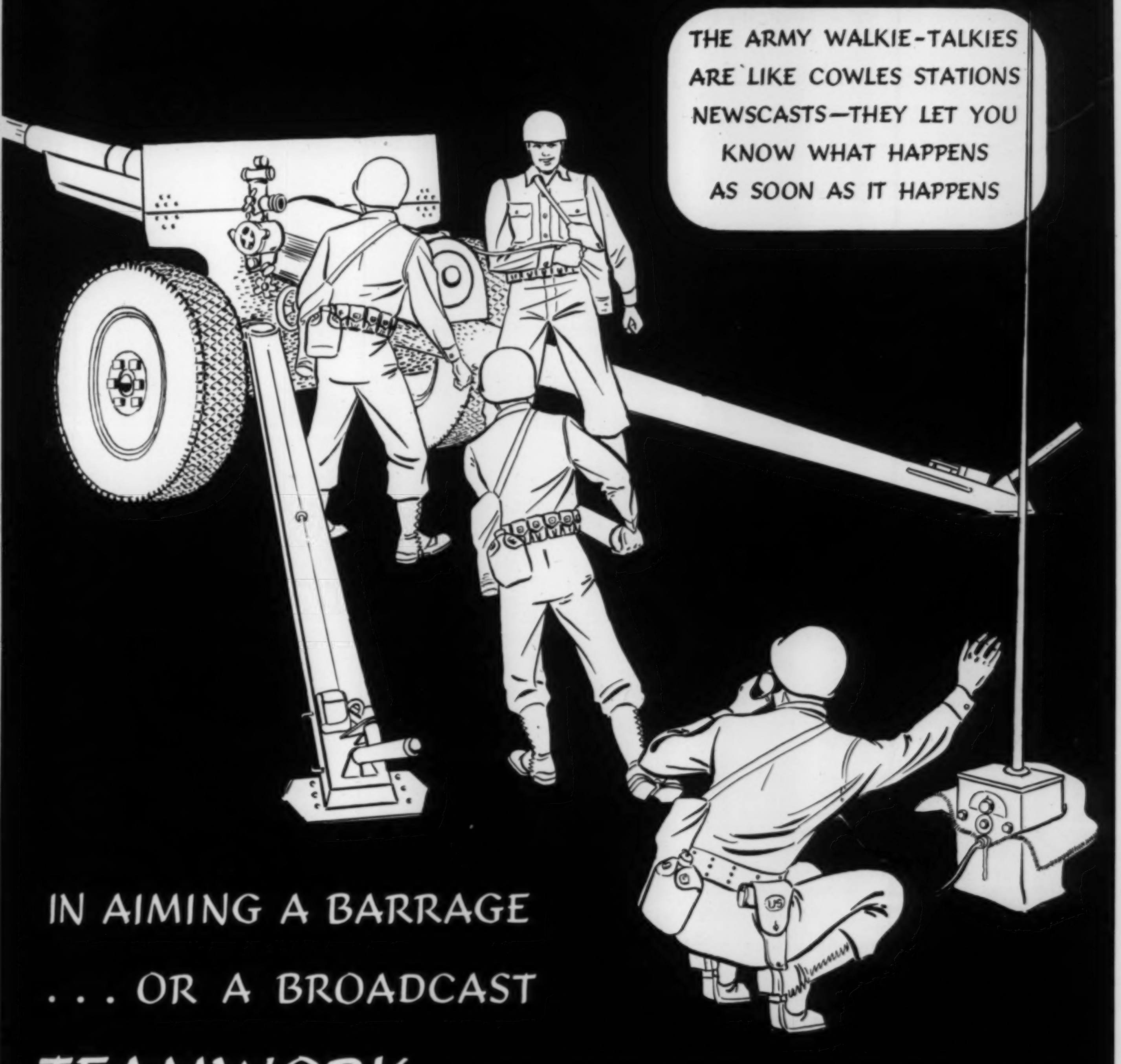
FISHERMAN'S CALENDAR for 1943 has been published by WBIG, Greensboro, N. C., with day-to-day instructions telling the best days to fish. In the center of the calendar WBIG tells advertisers that they're out for a "big catch", angling for their trade.

* * *

WOR-Paper Tie-in

IN A PROMOTIONAL tie-in on a time for space basis, with the *New York Herald-Tribune*, WOR, New York, has turned over the 6:45 p.m. period, Sunday, to news commentaries by Richard L. Tobin, a member of the Tribune staff. Broadcasts started Jan. 10.




THE ARMY WALKIE-TALKIES ARE LIKE COWLES STATIONS NEWSCASTS—THEY LET YOU KNOW WHAT HAPPENS AS SOON AS IT HAPPENS
US

IN AIMING A BARRAGE

. . . OR A BROADCAST

TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

WMT CEDAR RAPIDS WATERLOO

KRNT DES MOINES

KSO DES MOINES

WNAX SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Caesar's Lament

FOR TWO DAYS last week Little Jimmy Petrillo shadow-boxed with the Senate Interstate Commerce Subcommittee on his recording ban and refused to be pinned down on precisely what he wanted. "More work" was his answer—a sort of broken record repetition.

But Jimmy did reveal what he would like to have during his testimony and in his dealings with glittering generalities. He would like to have legislation, he said, whereby AFM would be placed in the position of ASCAP and receive royalties for each record and transcription made. Nice stuff, if you can get it. So would every other organization and manufacturer who in any wise supplies part of radio's raw materials. All Jimmy wants is a property right in radio.

Petrillo didn't make a bad showing. He flouted his authority. Though he deprecated the "czar" title which he alleged is used by the NAB in its "smear" campaign, he brandished his power at every turn. He even said that he would "grant" the request of the President of the United States if, after he had reviewed the facts, Mr. Roosevelt should ask that the recording ban be lifted. We understand why AFM elected him president, for Jimmy acquitted himself well, considering the jam he was in.

AFM hasn't made known its demands because those President Petrillo has in mind wouldn't bear Congressional scrutiny. He would like to get that property right, a la ASCAP, but he knows the Supreme Court has already held the performing artist has no such right. The truth is that radio has made the musicians—not the reverse—and Jimmy almost admitted it.

What AFM really wants, we believe, is a deal with the transcription companies whereby they won't deliver discs or library services to stations that do not hire staff orchestras. He wants a recorded music counterpart of the "squeeze" he has been able to apply to the networks when their affiliates do not hew to the line and retain fixed quotas of musicians (whether they perform or not) with the quotas fixed by AFM. He talked blandly about "secondary boycott" threats by Trust-Buster Thurman Arnold. We imagine AFM knows well that open negotiations of the character proposed would fly in the face of the statutes. Hence, no disclosure.

Chairman Clark of the Senate subcommittee finally drew from Petrillo the commitment that he would get his executive board to draw up a "program" of demands which it desires met before the recording ban is lifted. That was a master stroke. We feel confident Mr. Petrillo won't come forward with the kind of squeeze-play he had in mind when he slammed the door last Aug. 1.

Meanwhile the ban is still on, despite the assertion in high places that the wartime morale is being adversely affected. Petrillo says he'll withdraw it only if the President so requests. It may come to that.

Funny Money

SOME SURPRISE may be occasioned by the fact that the FCC appropriation has increased some 400% since 1940. A slight lifting of the eyebrows may greet the disclosure that it seeks about $700,000 additional, or a new high figure of eight-million-odd for the new fiscal year 1944, which begins next June.

But there's one figure in the President's budget message to Congress last week that we just can't fathom. It's an item of $2,000,000 for the "nonwar" or regular activities of the FCC—equal to the amount it required last year or any year since 1937. This in the face of the announced intention, both of the administration and of Congress, to cut nonwar activities to the bone.

Normal operations of the FCC, since the war's advent, have been curtailed probably to as great a degree as those of any other independent agency. There are no new station grants, requiring investigations. There aren't even modifications of licenses which might entail hearings. Routine broadcast traffic has been slowed to a walk by the freeze orders. Television and FM are on ice. There are no costly inquiries into newspaper ownership, multiple ownership, "sudden death" network regulations, or anything of that nature.

Then how can the Commission justify the same overhead, personnel and staff for purely normal functions? In 1936, when the FCC conducted its broad investigation into the telephone industry and retained a special staff for the purpose, it required an appropriation of only $2,262,000. The next year it dropped to $2,067,000; then $1,840,000, and it hovered around that figure until 1941 when it received $4,465,000, covering the first year of defense activity. In 1942 it jumped to $5,244,000, and for the current 1943 fiscal year to $7,386,000. And now the proposed 1944 figure is $8,089,000.

Justification for the FCC's national defense fund, which accounts for two-thirds of th estimates, is difficult in these times. The In dependent Offices Subcommittee of the Hous Appropriations Committee held preliminary hearings on the FCC appropriations last week It had already served notice that it would in quire deeply into all estimates and essay t appraise the need for the national defens budgets of all agencies.

It has been suggested that agencies like th FCC, for the war's duration, should be cu tailed to skeleton operations, with reduced personnel and staffs all down the line. Most o the FCC's functions these days are dictated by the Board of War Communications. And i some quarters, we hear, activities of BWC ar regarded as impinging on functions of th military arms.

We don't profess to know the answers on th defense activities. To us it seems, overall, creditable job has been done. But we can' reconcile a full peacetime appropriation fo the normal work of the FCC when its opera tions probably do not exceed 25% of the pr war work load.

Senseless Harping

STILL INDULGING in "why-don't-you-play with-me, I've got-a-better-ball" childish tactic a few newspapers are wont to harp on th "job radio didn't do" for advertisers and i covering the news during the New York d liverymen's strike.

Referring to the strike which deprived Ne Yorkers of daily newspapers for three da in the week ended Dec. 19, the *Chicago Dai* *News* commented [BROADCASTING, Jan. 11 "Radio didn't do the job. Wartime prosperi didn't do it. The enviable and deserved rep tations of famous stores didn't do it. The slu came, as every newspaperman knew it wou come, and New York's Christmas was cu tailed.

The *Chicago Daily News* and a few oth publications failed in their first duty to the readers—that of reporting the facts. Feder Reserve Bank figures of department store v ume in New York City during the week en ed December 19 shows a 4% increase over t corresponding week of the previous year. M than that, the figures show that sales we higher than in any other week since t Weekly Federal Reserve Index was beg Those figures were available to the newsp pers which attempted to criticize radio beca a few advertisers, deprived of newspape bought radio time.

Comment that "the enviable and deser reputations of famous stores didn't do it" an indictment of the daily newspaper as an vertising medium, yet nobody will deny th for years newspapers have done an admir job for their clients. It's childish to infer th New Yorkers, because they were without ne papers for three days, had forgotten s stores as Saks Fifth Avenue, Macy's, Blo ingdale's and others.

Those criticisms of radio really were a b below the belt. New York radio stations not go after extra business during the str In fact, most of them had to turn down vertisers who wanted time. Furthermore, eral broadcasters canceled established comm cial programs to cooperate with New Yor dailies by broadcasting local news.

We Pay Our Respects To —

JAMES ROBERT DOSS Jr.

FRIENDS by the score in every State of the Union. That's what those who know him say about James Robert Doss Jr., genial operator-owner of WJRD, Tuscaloosa, Ala.

To prove it they'll tell you that for years Jimmy's favorite greeting on the street is "Morning, Friend" or "Afternoon, Friend". It makes no difference whether Jimmy Doss knows a man or not—the other fellow always is addressed as "friend".

That cheery, friendly manner, plus astute business judgment, has made Mr. Doss one of the South's best-known broadcasters. Since Oct. 6, 1936, when WJRD was opened, it has grown to be one of the most popular stations in the South, for in its programming is reflected the cheery, happy characteristics of its owner.

Jimmy Doss wasn't always a broadcaster but he has been successful in all his business ventures.

Soon after his birth in Rome, Ga., in 1900 Jimmy moved with his parents to Decatur, Ala. He attended elementary schools in Decatur and was graduated from the Decatur High School in 1915. Then followed four years at Mrs. Lettingham's Private School where he earned the nickname "Rabbit". As an athlete he outdistanced many a fast runner in track events.

Upon his graduation in 1917 he dabbled a bit in real estate on the West Coast. In 1921 he went to Hollywood and became a producer and director for the Federal Picture Corp.

Jimmy Doss became interested in radio in its early stages and 1928 found him bidding adieu to the motion picture business for the new field. He became territory supervisor for the Grigsby-Grunow Co., manufacturers of the Majestic radio, covering the panhandle of Texas, Oklahoma, Arkansas, Tennessee, Ohio, Kentucky, Mississippi and Louisiana.

Two years later Mr. Doss returned to the town of his youth to open a candy manufacturing business in Decatur. Buying time to sell his wares, he realized the value of radio advertising as his "Jimmy's Sauerkraut Candy" became famous throughout the Southeast.

With radio the powerful medium of advertising that he found it to be, Mr. Doss decided to go into the business himself. In June, 1935, he and his brother, J. L. Doss, opened WMFO, Decatur.

Not satisfied with the job he was doing with WMFO, Mr. Doss set out to expand, and on Oct. 6, 1936, came the fullfilment of his dream when WJRD, Tuscaloosa, went on the air. There his brother again was a business partner, an association that continued until just the past year when J. L. Doss opened WJLD in Bessemer, Ala.

On Sept. 12, 1939, Mr. Doss sold WFMO to the Tennessee Valley Broadcasting Co., of which the Mutual Savings and Life Ins. Co. was a large stockholder. The call letters were changed to WMSL.

Jimmy Doss is a bachelor, devoted to his parents who still live in Decatur. His chief hobby is traveling, but for the duration he has curtailed that desire. He likes golf and horseback riding, plays tennis and is a devotee of motor boating, although that hobby, too, has been shelved for the time being.

He is an Elk and a member of the Tuscaloosa Chamber of Commerce. His interest in civic affairs and charities has been exemplified in his liberal contributions, both in radio time and finances.

Abert Named

DONALD B. ABERT, former manager of WTMJ, Milwaukee, has been named business manager of the *Milwaukee Journal*, with the promotion of Irwin Maier to publisher. Mr. Maier succeeds Leonard L. Bowyer, who died Dec. 19. Mr. Abert has been assistant business manager of the *Journal*, which operated WTMJ, since September, 1940.

Personal NOTES

LT. E. P. H. JAMES, former sales promotion manager of NBC and later publicity manager of the BLUE, who joined the Army Air Forces last spring and trained at Miami Beach, is to be married Jan. 23 at Harrisburg, Pa. The bride is to be Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg.

D. E. (Plug) KENDRICK, operator of WINN, Louisville, is recuperating from an operation which he underwent Dec. 26. He has been ill for several months.

MARK WOODS, president of BLUE, has been named chairman of the public service division of the businessmen's committee for the 1943 finance campaign of the Boy Scout Foundation of Greater New York. Among those who will be serving in Woods' division will be: Frank White, CBS treasurer, for radio broadcasting, and James C. Petrillo, president of the American Federation of Musicians, for musicians.

COLBY M. CHESTER, chairman of the board of General Foods Corp., New York, and chairman of the 1943 on Jan. 14 made a special radio ap-Red Cross War Fund of New York, peal on behalf of the organization's current drive during the intermisson of the Ranger hockey broadcast on WHN, New York.

JOHN COWLES, president of the *Minneapolis Star-Journal and Tribune*, and brother of Gardner Cowles Jr., assistant director of the OWI, has taken a leave of absence from the newspapers to become special assistant to Edward W. Stettinius Jr., Administrator of Lend-Lease in Washington. John Thompson, publisher, will be in charge of the newspapers during Mr. Cowles' absence.

WALLACE BOONE, assistant manager of the auditing department of NBC Hollywood, has been inducted into the Army.

PAUL FORCHHEIMER, formerly manager of KNOW, Austin, Tex., and now a second lieutenant in the Army Air Forces, is stationed at Williams Field, Ariz. as assistant public relations officer for the Advanced Flying School.

GEORGE ROESLER, formerly of the Chicago sales staff of Edward G. Foreman Co., has joined the national sales department of WAAF, Chicago. Howard Dunnevan, program director of WJOB, Hammond, Ind., has joined WAAF as war program director.

ALMA F. GRAEF has been appointed assistant to Sidney J. Flamm, vice-president in charge of sales of WPAT, Paterson, N. J., and will also handle publicity from the New York offices. Miss Graef entered radio in 1931 as secretary to A. C. Cormier, at that time general manager of WOR, resigning in 1935 to join WMCA as assistant to the general manager.

CHARLES W. MITCHELL, of the sales staff of the Branham Co., New York, has been elected a vice-president of the radio and newspaper representative firm.

IRWIN STEINGUT, chairman of the New York State Assembly, a post he has held since 1931.

JOHN A. TAPPIN has been appointed manager of the WLW grocer relations department, succeeding W. H. Oldham Jr., who has joined the Navy.

NAT WOLFF, deputy chief of the radio division, OWI, has returned to Hollywood after two months in New York where he set up OWI offices.

Mygatt, Howard to CBS

GERALD MYGATT, a former editor of *This Week*, and of *Liberty* magazine, and Ella Howard, previously promotion manager of *House and Garden* and *Glamour* have joined the sales promotion department of CBS. Mygatt, author of a novel, two movies and a number of short stories, was at one time copy chief of Calkins & Holden Inc., New York, and has served as associate editor of *The Philadelphia Inquirer*, as managing editor of *Cosmopolitan* magazine, and as sales promotion manager of *Good Housekeeping*. Miss Howard, who will assist Louis Hausman, CBS supervisor of presentations, has served as assistant advertising manager of a Seattle department store, and as advertising manager of several Oregon papers.

BEHIND the MIKE

LT. MONTE A. KLEBAN, former production manager of WOAI, San Antonio, is now head of the radio department of the public relations office, Camp Campbell, Ky. Lt. Kleban enlisted last April and quickly found himself promoted to officers' training at Fort Benning, Ga., from which he graduated to his present post.

BILL WINSETT and Denny McClain of the announcing staff of WTJS, Jackson, Tenn., have been inducted into the Army. Leslie Brooks, program director, has been commissioned an ensign in the Navy. H. L. Branson, Jackson, new to radio, has joined the announcing staff. James Blaine has returned to the announcing staff from WRAL, Raleigh.

LINDA DARLING, wife of Bob Knox, chief announcer of WRAW, Reading, is recovering from an operation.

JEPSON LUNDQUIST has joined the announcing staff of KGVO, Missoula, Mont., replacing Bill Strothman, who shifted to news editor, replacing Rod Belcher, now in the Army.

MILDRED GREGERSON, has been appointed publicity director of WDAY, Fargo. Don King, George Dale and Lester Sackett have joined the announcing staff.

JANICE SCHWENSEN has been named to replace Virginia Mikulak, resigned, of the continuity department of KGO, San Francisco.

ROSEMARY BOLLES, new to radio, has joined the continuity department of WHEB, Portsmouth, N. H., taking over the duties of Julia Hill, now in the bookkeeping department. Brenda Caswell, also new to radio, has been added to the sales division, and Mrs. Edward Violet replaces Mona Nason in the business office.

~~MEL~~ ALLEN, sportscaster of WABC, New York, has changed his legal name from Melvin Israel, to Mel Allen, a name he has used for the past five years.

GORDON BURWASH, Canadian Broadcasting Corp. scriptwriter and actor, is now a sub-lieutenant in the Royal Canadian Navy, attached to the information branch, and is assigned to broadcast work.

ROSS MULHOLLAND, announcer of WCAU, Philadelphia, is the father of a boy.

Always Popular
Now More
POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

ERIC F. LUND, former director of WLVA, Lynchburg, Va., is training in the Army military police. Claude Taylor is now program director. Lt. Bill Loren, former WLVA music director and announcer, has received his wings in the paratroops.

JIM YOUNG, formerly of WTMA, Charleston, S. C., and other Southern stations, has joined the announcing staff of WWDC, Washington, in connection with special features.

JACQUELYN KEESE, formerly of WMAL, Washington, WATL, Atlanta, and WTMA, Charleston, S. C., has joined the staff of WWDC, Washington, as coordinator of programs.

ROBERT ERHMAN, production manager of WJSV, Washington, Jan. 18 will join the radio section at national headquarters of the American Red Cross, Washington.

KENNETH JOSEPH, formerly of the announcing staff of WOLF, Syracuse, has joined WLIB, Brooklyn, in a similar capacity.

ROBERT McFADDEN of the NBC research department on Jan. 12 became the father of a boy.

BILL CARTY, former announcer of WIP, Philadelphia, reported for duty Dec. 31 as an ensign in the Navy. William Banks and Charles Kaplan are celebrating their tenth year on the station as announcers.

THURSTON HOLMES has left the announcing staff of WCAU, Philadelphia, to join WPEN, Philadelphia, in a similar capacity.

GEORGE W. CRAWFORD Jr., Conrad G. Smith, John P. Hendricks and Arthur S. White have joined the guide staff of NBC-Chicago.

BOB ROBERTS has left WPEN, Philadelphia, to join KYW, that city, as announcer. Since the KYW announcing staff already has a Peter Roberts, he will be known as Robert Warren.

MARION BASEL, formerly announcer at Radio City Music Hall, has joined WLIB, Brooklyn.

CARL POST, formerly of Davis-Lieber, Inc., New York, has joined David Alber Associates, New York, also a publicity firm. Isobel Frary, formerly of Lennen & Mitchell Inc., New York, replaces Post on the Davis-Lieber staff.

ZAN DIAMOND, previously associated with J. G. Proctor Co., New York, has formed an advertising and publicity agency under his own name at 527 Fifth Avenue, New York.

JACK WILLIAMS, transcription librarian of WBT, has been commissioned a second lieutenant in the Army Air Forces and is stationed at Victorville, Cal.

Plants . . . Payrolls . . . People
3 New Shipyards and other war industries have brought over 25,000 skilled and highly paid workers to Savannah.

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

Harmon Flies On

LT. TOM HARMON, former Michigan football star, who became a sports announcer of WXYZ, Detroit, has not forsaken sportscasts altogether even though his present job is flying bombers for Uncle Sam at the Army Air Base at Greenville, S. C. During the season just ended he made frequent broadcasts on WFBC, Greenville giving predictions and comments on outstanding games.

MARJORIE MORROW has resigned as casting director of CBS, effective Feb. 5 to join the Eastern office of Warner Bros., movie firm, as associate director. Millicent Holloway and Ruth Norman, of the casting division, will take over her duties at CBS.

PETER HARKINS, manager of the Kibitzers, Toby David and Larry Marno, whose early morning program was heard on WMAL, Washington, will act as the Kibitzers' writer, production man and personal manager for their program on BLUE, originating from WJZ, New York.

MARJORIE JORDAN, Brantford, Ont., former freelance scriptwriter for the Canadian Broadcasting Corp., is now stationed at the Women's Royal Canadian Naval Service headquarters, Ottawa, and recently took part in her WREN uniform in the *Comrades at Arms* weekly CBC network feature.

HOWARD HARRIS, Hollywood writer on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned to accept a similar assignment on the weekly Bob Burns Show, sponsored by Lever Bros. Co. (Lifebuoy), on that network.

WILLIAM PARKER, Los Angeles news analyst, and Ellamae Collette, of of that city, were married in Las Vegas Jan. 9.

LEONARD DAVIDSON, statistician of Keystone Broadcasting System, Chicago, is the father of a daughter born Jan. 6.

PAUL GROVES, staff vocalist of WJJD, Chicago, is the father of a girl born Jan. 1.

OWEN BABBE, formerly announcer of KMPC, Beverly Hills, Cal., recently joined KFWB, Hollywood, in a similar capacity. Other announcers added to the KFWB staff include Dave Ormont, Bentley Morris, Dick Garton, Joe Yocam, Terry O'Sullivan.

JACK O'CONNOR, announcer of WRBL, Columbus, Ga., on Jan. 3 married Amie Butler, also of Columbus.

The Northwest's Best Broadcasting Buy

WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

OATH IS TAKEN by Johnny Jacobs, announcer of KMOX, St. Louis, for Merchant Marine service, from Chief Petty Officer Manuel Snipes, Maritime recruiting officer in St. Louis. Jacobs is the 28th KMOX employe to enter the armed services.

CHARLES S. MONROE, of the CBS program writing department, married Gwynedd Owen, consultant at the Junior League Dec. 31.

HENRY BRAINERD, music rights department of NBC Hollywood, has joined the Coast Guard.

PENNY SINGLETON, who portrayed title role in the weekly CBS *Blondie* program, sponsored last season by R. J. Reynolds Tobacco Co. (Camel cigarettes), returns to the cast Feb. 1.

LT. HOWARD FINCH, formerly production manager of WJIM, Lansing, Mich., and now in the Army Air Forces, has been promoted to public relations officer of Kirtland Field Advanced Flying School, Albuquerque, N. M.

FRANK WELTMER, continuity editor of KOY, Phoenix, has resigned to join KTMS, Santa Barbara, Cal. His duties have been taken over by Paul Charles Benard, in charge of dramatics at KOY.

ROBERT J. McANDREWS, formerly western division sales promotion manager of NBC Hollywood, and now at West Coast Air Forces Training Center, Santa Ana, Cal., has been promoted to first lieutenant.

ART YOEMAN, formerly with various Hollywood film studios, has joined the research staff of Foote, Cone & Belding, that city, to gather material for the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed and Vega Aircraft Corps.

CARROLL H. MARTS has been named assistant to Miles E. Lanphiear, MBS auditor, replacing Frank J. Dvorak in the network's Chicago headquarters.

R. A. LIMBERG, field engineer of NBC Chicago, has joined the Army Signal Corps. N. J. William and C. McDonald Jr., also of NBC Chicago, have joined the Navy Air Corps.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has been inducted into the Army.

MAURICE CONDON, sales promotion manager of WGAR, Cleveland, reported for Army duty Jan. 11.

EVERY TELEGRAM'S A RUSH TELEGRAM AT
Postal Telegraph
CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

PHILIP J. O'FARRELL, formerly with WCAP, Asbury Park, N. J., has joined WPAT, Paterson, N. J., as announcer, replacing Bernard Gaylor, who resigned to enter military service.

TOM BENSON, announcer of CKY, Winnipeg, is the father of a boy.

CHARLES EDWARD (Chuck) BARNHART, former head of the continuity staff of WMBD, Peoria, has been appointed director of the continuity department of KMOX, St. Louis, replacing Lloyd Clay, now with the FBI.

ROBERT E. LARRABURE has been appointed war program manager of WCOA, Pensacola, and will have charge of governmental agency announcements and programs concerning the war effort.

HARRY KOPLAN, former associate in the Sue Carol Agency (radio and motion picture talent), has joined the announcing staff of KHUB, Monterey.

JIMMY JAMES, former sports editor of WPDQ, Jacksonville, Fla., has joined the Army Air Forces, and is in training at the Flight Training School, Nashville, Tenn.

MAX HUTTO, former producer of NBC Hollywood, was graduated Jan. 6 as flight officer from Army Air Forces Advanced Flying School at Stuttgart, Ark.

TRAV CABANNIS has joined the announcing staff of WOAI, San Antonio, and will also handle news editing.

MERRILL MAEL, former announcer of KEVR and KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

LEW WALKER, formerly associated with Federal Transcribed Programs, New York, WCNW, and WBYN, Brooklyn and KYW, Philadelphia, has joined the staff of WCOP, Boston, as program director.

CARTER WAYNE, formerly of WPIC, Sharon, Pa., has joined the announcing staff of WFDF, Flint.

JANE BURKHALTER, ballet dancer, and Don Meeks, formerly of WPIC, Sharon, Pa., have joined the announcing staff of WWVA, Wheeling, W. Va.

JOHN VERSTREATE, rewrite man in newsroom of KSTP, St. Paul, has been promoted to news editor. Del Franklin, from KDAL, Duluth, has joined the announcing staff of KSTP.

MARTHA SMITH, control operator of WCSC, Charleston, S. C., was star interview materal for Lt. Dorothy Cooper, South Carolina WAAC recruiting officer, who broadcast a recruiting program the day Mrs. Smith left for Fort Des Moines, having already been sworn into the WAACs.

NORVIN C. DUNCAN Jr., former program director of WFBC, Greenville, S. C., has been inducted into the Army and assigned to the public relations office of Army Air Base at Greenville, S. C.

BOB BOUCHIER, formerly of KOBH, Rapid City, S. D., has joined the announcing staff of WLOL, Minneapolis.

JOE MULVIHILL, announcer of WCAE, Pittsburgh, on Feb. 27 will marry Anne McCormick.

NELSON GRIGGS, announcer of WGY, Schenectady, recently began training as a transport pilot at the Civilian Pilot Training Center at Vermont U.

HILLIARD GATES, sports announcer of WOWO-WGL, Fort Wayne, Ind., has been inducted into the Army.

ROBERT M. FLANIGAN, formerly of the Chicago staff of NBC Spot Sales has joined the Army and is stationed at Camp Wallace, Texas.

PATRICIA KELLEY, *Camel Caravan* publicist, joined the CBS publicity department last week. Miss Kelley has worked as feature writer for the *Chicago Daily Times*, and as a reporter on the *New York Mirror*.

TOM ARMSTRONG, publicity director of WTRY, Troy, recently became the father of a daughter.

MELVIN JASS, formerly of KUTA, Salt Lake City, has joined KLO, Ogden, Utah, as announcer at KLO's Salt Lake City studio, and Bill Carpenter of Rochester, N. Y., has joined KLO as announcer at Ogden.

JOHN LYNCH, former news editor of WDAY, Fargo, has joined the staff of United Press in Chicago. Mercedes Gilbreath, formerly of the Dickinson Press, and Gerald Seaman have joined the news staff of WDAY.

WALTER S. ZAHRT, sales promotion and merchandising manager of WOAI, San Antonio, has been elected president of San Antonio's Advertising Club.

ARDEN E. SWISHER, merchandising manager of WNAX, Sioux City-Yankton, has been commissioned an ensign in the Navy.

SIMILARITY BETWEEN Dudley Field Malone and Winston Churchill, as apparent in this picture published in BROADCASTING, Aug. 3, 1942, has led Mr. Malone to the role of the man he resembles in the forthcoming picturization of *Mission to Moscow*, popular seller authored by Joseph E. Davies, former ambassador to Moscow.

KWK Newsman Captured

ED KALBFLEISCH, former assistant news editor of KWK, St. Louis, is a prisoner of war, captured by the Japanese in the Philippine Islands, according to official notice received from the War Dept. by his parents. Kalbfleisch, a member of a coast artillery unit, had been sent to the islands shortly before the war began.

HAL MOORE, organist and musical director of WSPA, Spartanburg, S. C., has been inducted into the Army and is stationed at Fort Jackson, S. C.

TOM MOORE, former announcer of WIBG, Philadelphia, now a lieutenant in the Army Air Forces, recently married Dolores Mellberg, daughter of Capt. Carl E. Mellberg, chaplain of the 34th Bombardier Group.

IRVING FOGEL, formerly transcription producer of Hollywood, and now with the Army Special Services Division has been promoted from captain to major.

IT DOESN'T GO

Pop!

The mighty voice of WOAI roars forth over a clear channel, blasting Central and South Texas with the full force of 50,000 watts. There's no wasted ammunition here!

In San Antonio, WOAI has a greater audience---morning, afternoon and night---than the four other stations combined, as shown by the latest C. E. Hooper Station Listening Index.

Because the same outstanding listener preference extends throughout this big and prosperous Texas market, advertisers use WOAI in the certain knowledge that they will receive "big-gun" coverage.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

Agencies

TOM LEWIS, formerly Hollywood manager and vice-president of Young & Rubicam, now with the Special Services division, Radio Section of the War Dept., has been promoted from major to lieutenant-colonel.

ROBERT L. SMOCK, previously with Young & Rubicam, McCann-Erickson, WNEW, New York, and WIRE, and WFBM, Indianapolis, has joined the copy department of Marschalk & Pratt Co. New York.

JOHN BARNETSON, formerly with Ward Wheelock Co., Philadelphia, has joined Kenyon & Eckhardt, New York, as a copy writer.

GEORGE CARLTON ROHRS, formerly regional food rationing representative of the OPA has joined Swertfager & Hixon Adv., New York, as executive in charge of marketing and merchandising and as a member of the plan board.

SALLY CRAMER, formerly with Abott Kimball Co., New York, has joined Lennen & Mitchell, New York, to handle sales promotion on cosmetic accounts. Christine Le Vathes, previously advertising manager of Jay Thorpe, New York department store, has joined L. & M.

STEWART-LOVICK LTD., Vancouver, is the new name of the former agency of Stewart-McIntosh Ltd. J. E. H. Lovick, an executive of the agency, has become a partner with V. L. Stewart.

THOMAS F. HARRINGTON, vice-president and radio director of Young & Rubicam, New York, is under observation in Misericordia Hospital, New York. He will probably be there about ten days.

Coast Officials Appointed By Foote, Cone & Belding; Successors in Canada

APPOINTMENT of two vice-presidents in the San Francisco and Los Angeles Foote, Cone and Belding offices has been announced by Don Belding, chairman of the board [BROADCASTING, Jan. 4].

Eugene I. Harrington and Herb Reynolds, formerly Lord & Thomas vice-presidents, are the new San Francisco executives. Mr. Harrington, San Francisco manager, has been made a partner, advanced to executive vice-president and placed in charge of Northern California operations. Mr. Reynolds will function as copy director.

William J. Pringle and Robert Freeman are vice-presidents in Los Angeles. Mr. Pringle, a former vice-president of Lord & Thomas, is chairman of the plan board and supervises advertising of such accounts as California Fruit Growers Exchange; All-Year Club of Southern California; Union Oil Co.; Purex Corp.; Southern Pacific Lines; Pacific Mutual Life Insurance Co.; California Chain Stores Assn., and various divisions of Safeway Stores Inc. Mr. Freeman, likewise a former vice-president of Lord & Thomas and art director, will continue in that capacity.

Spitzer & Mills Ltd., agency succeeding Lord & Thomas of Canada Ltd., is composed of J. W. Spitzer and G. F. Mills, who had been managers of Lord & Thomas for several years. Both joined the agency when it opened in Canada in 1929.

CHARLES J. DURBAN, advertising manager of the Tire Division of U. S. Rubber Co., New York, has taken on additional duties as assistant advertising director of the entire company.

FRANK J. CORKERY, for nine years associated with Richard A. Foley Adv., Philadelphia, has been named director of radio of that agency.

ADDISON SMITH of the director staff of Ruthrauff & Ryan, New York, left ten days ago for a cross-country tour of cities in which Noxzema Chemical Co., Baltimore, airs its *Quiz of Two Cities* programs, in behalf of skin creams and oils, product handled by R. & R. Smith is due back in New York in mid-February.

LEE COOLEY, production supervisor of Ruthrauff & Ryan, New York, recently became the father of a baby daughter.

AGENCY Appointments

ELWAY FOOD PRODUCTS, New York, to H. A. Salzman Inc., New York, for Vitamalt, a new roasted malt product which can be used as a beverage or as a coffee stretcher. Media plans will not be settled until April.

HIXSON PRODUCTS Co., Chicago, (dehydrated soups, coffee stretcher), to Cunningham Co., Chicago. Said to use radio.

SEIDLITZ PAINT & VARNISH Co., Kansas City, to Barrons Adv. Co., Kansas City.

STANDARD BRANDS, New York, to J. Walter Thompson Co., N. Y. (Bed Cereal Beverage); Ted Bates, N. Y. (Stams tablets, Stan B complex tablets); Kenyon & Eckhardt, N. Y. (Fleischmann's B vitamin yeast tablets).

I. J. FOX Co., New York, furriers, to David Malkiel Adv. Agency, Boston.

SANTA FE TRAILWAYS Bus System to Calkins & Holden, Chicago, R. J. Potts-Calkins & Holden, Kansas City, cooperating. Appropriations for spot radio in selected areas will be increased.

BBDO has transferred Wayne Tiss from Minneapolis to Hollywood as associate radio director and also moved the latter offices to 1680 N. Vine St. Telephone is Hollywood 7337. Jack Smalley continues as Hollywood manager. Firm in addition has established Los Angeles offices at 523 W. Sixth St., with W. B. (Doc) Geissinger as manager.

JANE BAKER, formerly of WJJD, Chicago, and Lord & Thomas, Chicago, has joined the production department of Grant Adv., Chicago.

HARRY RICHARDSON, former radio director of Needham, Louis & Brorby, Chicago, is the father of a girl, born Jan. 4.

EDWARD LANE, formerly a partner in Director & Lane, New York, has sold his interest and is no longer connected with the firm.

DAVID MARCUS, formerly business manager and treasurer of *Printers' Ink*, has been appointed to the newly-created position of general manager of Deutsch & Shea Adv., New York.

WILLARD BUTLER, timebuyer of McCann-Erickson, New York, on Jan. 19 will be inducted into the Army.

LILLIAN DeCOSTA, former secretary of Paramount Pictures, New York, has joined Thomas LaBrum Agency, Philadelphia, as office manager.

J. B. VAN URK, formerly of the Bureau of Industrial Service, New York, has joined the public relations staff of N. W. Ayer & Son, New York.

The Guiding LIGHT

In Cloudy Weather it is the B...

In business it is intelligence that guides safely through clouded situations

intelligent

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives

Buyers of Time

RUSSELL A. YOUNG

TALK about either the Orient or timebuying, and you'll have the ears of Russell A. Young, one of Young & Rubicam's buyers of spot and network time in New York. For Russ knows the score on the Orient, and he knows all the timebuying angles, inasmuch as he has spent a goodly portion of his career in both spheres of commerce.

Russ Young was born Nov. 12, 1914, at New Rochelle, N. Y. After schooling at Lawrenceville (N. J.) School for Boys, he joined the merchant marine to see how other people lived in the world. He claims he jinxed every ship on which he scrubbed decks, as three of the ships carrying him to the Orient later met with mishaps. He saw the Far East from Yokohama to the Philippines with intermittent trips to Holland and Belgium.

Finally deciding that his seafaring days were over, he applied for a job at Young & Rubicam and on St. Patrick's day 1936, entered the filing and proof rooms of the agency to learn what the advertising business was all about. He learned fast and soon was shifted to the media department. In due time he was spacebuying for such important accounts as Bordens, Travelers Life, Cluett-Peabody, Metropolitan Life and Life Savers. In 1939 he was transferred to the radio department, answering to Carlos Franco, station relations director. He has been there ever since, buying spot for Rheingold, Lipton, R. H. Macy, Bordens and network for Time (*March of Time*), Gulf Oil (*We the People*) and Celanese Corp. of America (*Great Moments in Music*).

Russ married Gay Morgan in 1940 and on most any snowy weekend, gas rations permitting, you might find the Youngs enjoying their favorite sport of skiing up in the hills of Vermont.

DO YOU NEED A CHIEF ENGINEER?

Twelve years broadcast engineering and executive experience, interested if you can pay $4800 per annum. Prefer Florida, South, or Southwest. Write or wire—

BOX 224
BROADCASTING

Harry Margulies

HARRY MARGULIES, 46, vice-president and radio director of Guenther-Bradford & Co., Chicago, died Jan. 9 at his home in Chicago of a heart attack. He joined the agency shortly after his graduation from Northwestern U in 1917.

McCann-Erickson V-Ps

CLARENCE A. HOPPOCK and Julian L. Deane, of the New York office of McCann-Erickson, and Carl Ohliger of the agency's San Francisco office, have been elected vice-presidents of the firm, following the annual board of directors meeting. The following vice-presidents of McCann-Erickson have been elected to the board: L. O. Coulter, G. E. Hyde, M. C. Leckner, E. D. Madden, W. E. McKeachie, H. A. Mitchell and Jackson Taylor.

Two Elected VPs

STEPHEN M. KENYON and Samuel Dalsimer, both account executives and members of the plan board of Cecil & Presbrey, New York, have been named vice-presidents of the Agency. L. F. Triggs, formerly of Ruthrauff & Ryan, and previously of Charles Daniel Frey, Chicago, has been named director of the creative department of Cecil & Presbrey.

Silvernail Joins BBDO As Radio Business Chief

FRANK SILVERNAIL, timebuyer of Young & Rubicam, New York, on Jan. 18 joins BBDO, New York, as business manager of the radio department, taking over the position held by Carroll Newton, who has been promoted to associate radio director of the agency in charge of the eastern division.

Entering radio in 1929 as talent on WEAF, New York, and later as NBC merchandising counsel, Mr. Silvernail was with Stephen Slesinger's radio program service prior to joining Pedlar & Ryan, New York, in 1938 as timebuyer. He has been a member of the timebuying staff of Y & R since 1941, handling both network and spot for such accounts as Gulf Oil Co., General Foods Corp., and Bristol-Myers Co. No successor has been named as yet at Y & R.

Listening Posts!

You will find Hallicrafters Communications Equipment working three shifts at our Country's "Listening Posts"... searching the airways for illegal programs and espionage messages.

Hallicrafters Communications Equipment is engineered to "take it" on this constant operating... there are no rest periods, no time out, it's constant performance!

The Hallicrafters Equipment you can buy—when communications equipment may again be sold for Civilian use—will incorporate all of the endurance and top quality performance you will ever demand.

Illustration—typical view of Hallicrafters Communications Equipment is a monitoring (listening in) station—somewhere in the U.S.A.

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

ARMY E NAVY

hallicrafters
CHICAGO U.S.A.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJZ, New York

Doubleday, Doran & Co., Garden City, N. Y. (income tax book), weekly *ta*, thru Huber Hoge & Sons, N. Y.

F. & M. Schaefer Brewing Co., Brooklyn, 6 *sa* weekly, 39 weeks, thru BBDO, N. Y.

Drydock Savings Institution, New York (bank), 4 *sa* weekly, 52 weeks, thru Anderson, Davis & Platte, N. Y.

P. Lorillard Co., New York (Old Friend's tobacco), 3 *ta* weekly, 13 weeks, thru Lennen & Mitchell, N. Y.

Consolidated Edison Co., New York (fuel conservation), 15 *sa*, 1 week, thru McCann-Erickson, N. Y.

Stationers Specialty Co., New York (*My Buddy Book*), 3 *sa* weekly, 2 weeks, thru Carl Calman Inc. N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

Procter & Gamble Co., Cincinnati (Duz), 9 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.

WHN, New York

Poultry Tribune, Chicago (magazine), *sp*, 2 weeks, thru First United Brodacasters, Chicago.

Stationers Specialty Co., New York, (*My Buddy Book*), six *sp* weekly, 13 weeks, thru Carl Calman Inc., N. Y.

Carter Products, New York (Arrid), *sa*, 52 weeks, thru Small & Seiffer Inc., N. Y.

American Chicle Co., L. I. City, N. Y. (chewing gum), 7 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey Inc., N. Y.

Philadelphia Daily News, Philadelphia, *sp*, thru First United Broadcasters, Chicago.

Franklin School of Dancing, New York, 3 *sp* weekly, 13 weeks, thru Franklin Adv. Co., N. Y.

Gospel Tabernacle, New York, weekly *sp*, 52 weeks, direct.

WABC, New York

Ward Baking Co., New York, 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Marlin Firearms Co., New York (razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.

Pepsi-Cola Co., New York, 12 *ta* weekly, thru Newell-Emmett Co., N. Y.

Penick & Ford Ltd., New York (M-T-Fine desserts), 5 *ne* weekly, thru BBDO, N. Y.

North American Accident Insurance Co., Newark, N. J. weekly *ne*, thru Franklin Bruck Adv. Corp., N. Y.

KERN, Bakersfield, Cal.

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co., N. Y.

Pet Milk Sales Corp., St. Louis (condensed milk), 2 weekly *t*, thru Gardner Adv. Co., St. Louis.

Rainier Brewing Co., San Francisco, 7 weekly *sa*, thru Buchanan & Co., San Francisco.

Regal Amber Brewing Co., San Francisco, 7 weekly *sa*, *ta*, thru M. E. Harlan Adv., San Francisco.

WOR, New York

Serutan Co., Jersey City (Laxative), 5 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.

Carter Products, New York (Arrid), weekly *t*, 52 weeks, thru Small & Seiffer, N. Y.

KIDO, Boise, Ida.

Utah Oil Refining Co., Salt Lake City, *ta*, thru Gillham Adv. Agency, Salt Lake City.

WLIB, Brooklyn

Barney's Clothes, New York (men's clothing store), 12 *sa* weekly, 52 weeks, thru Emil Mogul Co., N. Y.

Pepsi-Cola Co., New York, 20 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.

Bulova Watch Co., New York, 70 *sa* weekly, 52 weeks, thru Biow Co., N. Y.

Franklin School of Dancing, New York, 14 *sa* weekly, 4 weeks, thru Director & Lane Adv. Agency, N. Y.

Everglo Vitamins, New York, 40 *sa* weekly, 4 weeks, thru Director & Lane Adv. Agency, N. Y.

Universal Broadcasting Co., New York, 3 *sp* weekly, 52 weeks, thru Furman, Feiner Co., N. Y.

I. J. Fox Co., New York (furs), 45 *sa* weekly, 4 weeks, direct.

Michael Bros., New York, 6 *ne* weekly, 52 weeks, direct.

Harman Watch Co., New York, 7 *ne* weekly, 13 weeks, thru Moss Associates, N. Y.

KFI, Los Angeles

Penick & Ford, New York (Brer Rabbit molasses), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown cola), 6 weekly *sa*, thru BBDO, N. Y.

Sparkletts Drinking Water Corp., Los Angeles, 5 weekly *ne*, thru Raymond R. Morgan Co., Hollywood.

Garden City Publishing Co., New York (income tax booklet). weekly *sa*, thru Huber Hoge & Sons, N. Y.

BC Remedy Co., Durham, N. C. (BC headache powders), 3 weekly *ta*, thru Harvey-Massengale Co., Atlanta.

Bullock's Inc., Los Angeles (department store), weekly *sp*, thru Dana Jones Co., Los Angeles.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 5 weekly *sp*, thru J. M. Mathes Inc., N. Y.

Coast Federal Savings & Loan Assn., Los Angeles (finance), 8 weekly *sp*, thru Robert F. Dennis Inc., Los Angeles.

Reader's Digest Assn., Pleasantville, N. Y., 3 weekly *sa*, thru BBDO, N. Y.

Knox Gelatine Co., Johnstown, N. Y., weekly *sp*, thru Kenyon & Eckhardt, N. Y.

WMCA, New York

John Surrey Ltd., New York (Snow Apple pipe tobacco), 3 *ne* weekly, thru Jasper, Lynch & Fishel, N. Y.

KFRC, San Francisco

Langendorf United Bakeries, San Francisco (Holsum, American meal bread), 110 *ta*, thru Erwin, Wasey & Co., San Francisco.

Langendorf United Bakeries, San Francisco (Hollywood bread), 70 *sa*, thru Ruthrauff & Ryan, San Francisco.

Acme Breweries, San Francisco, 13 *sp*, 51 *t*, thru Brisacher, Davis & Staff, San Francisco.

Leslie Salt Co., San Francisco, 192 *t*, thru Erwin, Wasey & Co., San Francisco.

Murine Co., Chicago (eye lotion), 65 *t*, thru BBDO, Chicago.

Standard Beverages, Oakland, 22 *sa*, thru Emil Reinhardt Adv. Agency, Oakland.

Wellman, Peck & Co., San Francisco (wholesale grocers), 2 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Bulova Watch Co., New York, 25 *sa* weekly, thru The Biow Co., N. Y.

O'Connor, Moffatt & Co., San Francisco, (department store) 6 *ne* weekly, thru Ruthrauff & Ryan, San Francisco.

Feminine Products Inc., New York (Arrid deodorant) 2 *ta* weekly, thru Small & Seiffer Inc., N. Y.

Fox West Coast Theatres, San Francisco, 3 *ne* weekly, direct.

CKWS, Kingston, Ont.

Bata Shoe Co. of Canada, Ltd., Frankford, Ont. 26 *sp*, thru J. J. Gibbons, Toronto.

Standard Brands, Montreal (Magic baking powder), 330 *ta*, thru J. Walter Thompson Co., Montreal.

Standard Brands Ltd., Montreal (Fleischmann's Yeast), 270 *ta*, thru J. Walter Thompson Co., Montreal.

Bristol-Myers Co. of Canada, Montreal (Sal Hepatica) 39 *sa*, thru Ronalds Adv. Agency, Montreal.

CHEX, Peterborough, Ont.

Colgate-Palmolive-Peet Co., Toronto (Super Suds) 626 *ne*, thru L. J. Heagerty & Associates, Toronto.

Canada Starch Co. Ltd., Toronto (corn starch, syrup) 30 *sp*, thru Vickers & Benson, Montreal.

Wonder Bakeries, Toronto, 78 *sa*, thru J. J. Gibbons, Toronto.

WQXR, New York

Barnes & Noble Inc., New York (publishers), weekly *sp*, 7 weeks, direct.

SPONSOR MUST PAY FOR STANDBY TIME

RULING that time taken up by station breaks is not deductible from the sponsor's payment for the programs on which they occur, the Supreme Court of New York has awarded a $5,000 judgment to Donald Flamm, former executive of WMCA, New York, against Famous Furriers, New York. Suit filed by Flamm called for $5,000 payment by the defendant as sum still due for broadcasts sponsored by the fur company on WMCA during 1939 and 1940.

The sum had remained unpaid to Flamm upon sale of his interest in the station some time ago. Famous Furriers had failed on the payment, which represented cost of time used for station identifications, contending that the station had not fulfilled its contract in supplying the full amount of time called for.

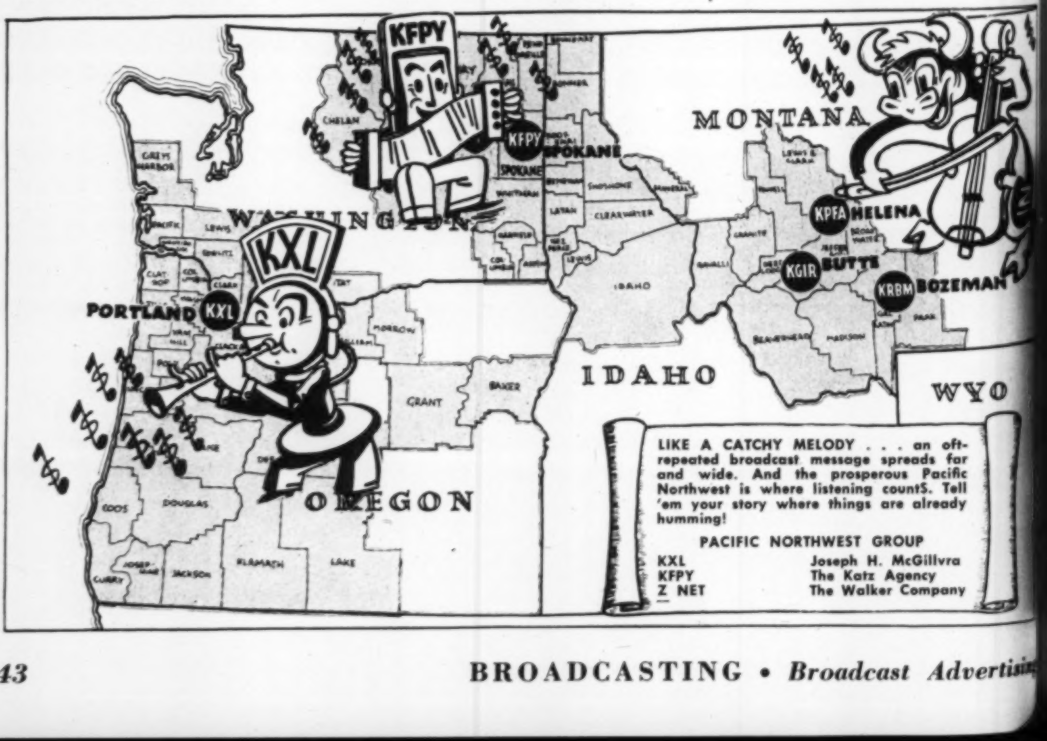
Ruling in favor of the plaintiff, the court recognized the practice wherein station identifications required by the FCC make it impossible to deliver the full quarter- or half-hour contracted for in the purchase of time.

Luft Latin Boost

GEORGE W. LUFT Co., New York, manufacturers of Tangee cosmetics, has increased from 13 to 19 the number of Latin American stations, carrying a thrice-weekly live quarter-hour of Hollywood news, titled *Habla Hollywood*. Commercials include a slogan. Lineup is part of a recently enlarged export advertising campaign, the bulk of which has been placed in newspapers and magazines. Program was started last spring [BROADCASTING, April 6 September 7]. Export Adv. Agency, New York, handles the account.

FTC Hits Franco Labs

CHESTER D. FRENCH, trading as the Franco Labs., Long Beach, Cal. (Py-O-Ten, Pap-Tabs, Pap-Tea) is charged with misrepresentation in radio continuities and other media in a complaint issued by the Federal Trade Commission Jan. 12.



LIKE A CATCHY MELODY . . . an oft-repeated broadcast message spreads far and wide. And the prosperous Pacific Northwest is where listening countS. Tell 'em your story where things are already humming!

PACIFIC NORTHWEST GROUP

KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

Radio Advertisers

VAN CAMP'S Inc., Indianapolis (Tenderoni), has started sponsoring daily participation in the Chef Milani program on KFWB, Hollywood. Contract is for 26 weeks, having started Dec. 21. Placement is through Calkins & Holden, New York. Other current participating sponsors of the program are Wilson & Co., Los Angeles (Oleomargarine), through Brisacher, Davis & Staff, that city; Seasonettes Co., Santa Barbara, Cal. (food seasoning), through Eugene F. Rouse & Co., Los Angeles.

CALCO CHEMICAL Div., American Cyanamid Co., Bound Brook, N. J. has purchased a half-hour on WJZ, New York, Jan. 20 only, for a broadcast of ceremonies marking the award of the Army-Navy "E" to the company for production achievement. Agency is J. M. Mathes Inc., New York.

SHREDDED WHEAT CO., Niagara Falls, Ont. (Shreddies) has renewed and expanded the 5-minute five-times weekly transcribed program *Today's Adventure With Gordon Sinclair* on 13 Canadian stations. Account was placed by Cockfield, Brown & Co., Toronto.

KELLOGG CO. of Canada Ltd., London, Ont. (corn flakes) has started a special daily spot announcement campaign during January and February on six Canadian stations. Account was placed by J. Walter Thompson Co. Ltd., Toronto.

DAGGETT & RAMSDELL (Canada) Ltd., Toronto (cosmetics) has started *Do You Remember* 5-minute program five times weekly on CFRB, Toronto. Account was placed by Cockfield, Brown & Co. Ltd., Toronto.

DR. McDONALD Vitaminized Feed Co. has started sponsoring *The Farm Forum*, on KSO, Des Moines. Program is conducted by Mal Hansen, farm director of KSO, and features market and farm news.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on Jan. 12 started the weekly half-hour variety program, *Hollywood Showcase*, on KNX, Hollywood. Contract is for 13 weeks. Featuring Mary Astor m.c., the program presents contest performers. Lud Gluskin is musical director. Paul Pierce produces. Agency is Barton A. Stebbins Adv., Los Angeles.

FRANK W. GRAY, formerly sales promotion manager of Mission Dry Corp., Los Angeles (orangeade), has been appointed a vice-president of that firm.

Brown Is Best Foods Advertising Director

ELECTIONS and appointments within The Best Foods Inc., New York, were announced last week by William J. Wardall, chairman of the board, and L. G. Blumenschine, president, following the liquidation of Best Foods into Hecker Products Corp., and subsequent adoption of the new name [BROADCASTING, Jan. 4]. Albert Brown has been named director of advertising and merchandising for Best Foods Inc.; B. F. Nelson, director of purchases, and W. A. Truslow, director of industrial relations.

Both companies are extensive users of radio advertising for their products, through two New York agencies. Benton & Bowles will continue to handle Nucoa, the Best Foods and Hellmann's lines of mayonnaise and dressings, Fanning's bread and butter pickles, Shinola, 2-in-1 and Jet Oil shoe polishes. Advertising for Hecker's family flours, cake flours and cereals is placed by Arthur Kudner Inc.

BROADWAY Department Store, Los Angeles, on Jan. 20 starts sponsoring a weekly 20-minute home economics program, *Broadway's Sewing Circle*, on KHJ, Hollywood. Agency is Lee Ringer Adv., Los Angeles.

VICK CHEMICAL CO., New York (Va-Tro-Nol) has placed eight station breaks weekly on WBBM, Chicago on a 13 week schedule. Contract placed by Morse International.

COORS BREWING Co., Golden, Colo., renews for a year its weekly quarter-hour *Shorty & Sue* of Coors on KOA, Denver.

PREDICTIONS PAY
Harold Deal Wins War Bond In 'Time' Contest

ACCURATELY PREDICTING the pulling power of six letters won for Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Co., a $100 War Savings Bond.

Conducted by *Time* magazine, the circulation Letter Sweepstakes contest involved eight letters which were sent to a selected list of executives. Contestants were asked to forecast the order of their resultfulness.

Mr. Deal, one of 12 winners, has just concluded supervision of the 17th season of football broadcasts released weekly by Associated to the entire West Coast area.

Ide Named V-P

KNOX IDE, vice-president, general counsel and secretary of American Home Products, Jersey City, has been elected to the new post of executive vice-president. Alvin G. Brush is chairman of the board. Mr. Ide, who will be administrative executive to the board chairman and will continue as secretary of the company, has been a director since 1936, secretary since 1937, and a vice-president since November 1941.

PRESENTATION Banquet of the 1942 Annual Advertising Awards will be held Feb. 5 at the Waldorf-Astoria Hotel, New York, it was announced last week by *Advertising & Selling* Magazine, sponsor of the annual awards.

"MAKIN' THE GRADE IN THE RED RIVER VALLEY AIN'T SO TOUGH WHEN YOU KNOW HOW! WHICH MEANS USING WDAY, AT FARGO—THE VALLEY'S FAVORITE STATION!"
WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Stovin and Wright
RADIO STATION REPRESENTATIVES
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MONTREAL • WINNIPEG
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When you think of SPOTS... think of John Blair!
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Western Electric
ARSENAL OF
COMMUNICATIONS
EQUIPMENT

Where But
WSYR
SYRACUSE

Can You Get a Basic NBC Red Station Covering Central New York?

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Early Truce Seen in Recording Strike

Petrillo to Submit His Demands for Disc Settlement

(*Continued from page 9*)

the American Federation, plus $3,000 contingent funds, as well as current expenses and a car and chauffeur in each city. He said he paid his income tax out of his Chicago Federation contingent fund.

Efforts to ascertain whether AFM sought more money from radio brought the response that he wanted "more work" which would mean less unemployment. He said he wasn't seeking a higher wage scale. "That comes later", he declared, asserting AFM couldn't fight "on all fronts at the same time". He also promised that the motion picture industry was to be dealt with because of the unemployment of pit men, which he estimated at 22,000, caused by introduction of the sound track. He gave no reason for failure to attack the movies ahead of radio, and he admitted finally that radio actually has created work opportunities for musicians, as evidenced by the steady increase in AFM membership since 1934.

WSIX Mentioned

While the witness didn't say so flatly, the inference was drawn that what AFM seeks from recorders is an agreement of some nature that service will not be provided by them to stations which do not engage staff orchestras. This technique has been employed in the case of network-affiliated stations, and Counsel Bingham brought out the situation last year of WSIX, Nashville, which was dropped by MBS because of Petrillo's demands that it increase its payments for a staff orchestra, under pain of having music withdrawn from the whole network. (The station since has been reinstated and also is a BLUE outlet.) Petrillo said he had not taken such action in the case of 201 other network-affiliated stations which he cited as employing no musicians.

That all has not been well in AFM since he invoked the ban was admitted by President Petrillo. He said he was ready "now" to enter negotiations and settle the controversy, but he wanted it done on a fair and equitable basis. The recording companies he said, have "some justice" on their side, but he insisted they should share their "enormous profits" with us.

That AFM is far from destitute was admitted by Petrillo too, under questioning of Chairman Clark. He said he didn't like to talk about "our treasury", but he thought it had about $2,500,000 in its reserve fund.

Mr. Padway, in an all-day appearance Thursday, read a 50-page statement, but spent most of his time ad libbing and answering questions. He explained he was general counsel of the AFL, as well as counsel for AFM, and that he appeared also as an expert witness on all labor matters. He substantiated everything the AFM president had said, but went beyond him in criticizing the NAB campaign of "vilification and abuse."

Endeavoring to show a split in the broadcasting industry on the AFM issue, Mr. Padway quoted at length from statements made by Samuel R. Rosenbaum, president of WFIL, Philadelphia, deprecating the AFM campaign and describing "billingsgate, bilge and bluff" as no longer successful weapons in labor negotiations.

Senator Tobey urged that Mr. Rosenbaum be called as a witness and Chairman Clark said the invitation would be issued. Stanley Hubbard, president of KSTP, St. Paul, also asked to appear before the committee, but was told by Chairman Clark that his testimony would be heard during presentation of the broadcasting industry case, perhaps some two weeks hence. The subcommittee, Senator Clark said, would be called together in executive session during the Jan. 18 week to consider future procedure.

In his attack upon NAB, Mr. Padway predicted that someday "free private enterprise will go out the window because of these tactics." He said it would be difficult for Petrillo to sit down with the NAB because of this campaign and that such men as Judge L. B. Morris, general counsel of RCA Victor Division, Camden, and Mark Woods, president of the BLUE Network, would be able to do more with AFM "in an hour than NAB in a month" to settle the controversy. He asserted that these officials had not been unfair and had not engaged in the NAB campaign.

The commitment also was made by Mr. Padway that AFM would not demand money from the smaller stations, calling them "innocent victims" of the controversy. He agreed with Senator McFarland (D-Ariz.) that the stations were important in the war effort.

Mr. Padway praised the committee and its work, describing it as the most constructive effort yet made to settle the controversy, and that he thought it would be solved.

Opening Day's Testimony

Every effort of committee members, including Chairman Wheeler of the full committee, to draw from Mr. Petrillo the reason for his arbitrary ban, proved futile during the first day's inquiry. His repeated answer was that he wanted "more work" to relieve purported unemployment in musicians' ranks—not more money from the standpoint of scale.

Pounding the table at times, the union leader, surrounded by a retinue of counsel and assistants, repeatedly insisted that if the committee and the Government hadn't interfered, he probably would have

NRDGA Meeting

NEW RULING of New York newspapers that mention of a radio program in retail advertising copy will cause the advertising to be billed at the national instead of the local rate [BROADCASTING, Jan. 11], was discussed at the dinner meeting of the sales promotion board of directors of the National Retail Dry Goods Assn. last Tuesday, but no action was taken. Consensus of the board was that the problem is one which concerns only New York stores, and that differences in the contracts of various stores with the different papers make it a matter to be settled individually and not one for group action at this time. It is understood that NRDGA executives refrained from scheduling a radio discussion until the study of radio for retailers which the broadcasting industry is undertaking has been completed.

Moore Paint on Blue

ANNUAL CAMPAIGN of Benjamin Moore Paint Co., New York, will get under way on 56 BLUE stations March 6, with a quarter-hour program Saturday, 10:45 a.m., featuring "Betty Moore" with hints on interior decoration. Series is designed to coincide with spring house-cleaning, and has been on the air 13 seasons. Account is handled direct.

Lever Dual Spots

DESPITE protests against two products being linked in a single commercial announcement as voiced by stations at many of the NAB district meetings held last fall, Lever Bros. Co., Cambridge, on Jan. 18 is resuming its use of second announcements in a nation-wide campaign, divided equally between Rinso and Vimms vitamins. A similar drive was used last fall by Lever. Agency for Rinso is Ruthrauff & Ryan, New York, and Vimms is handled by BBDO, New York.

Regular License to WCO

IN THE ISSUE of Dec. 21, 19 BROADCASTING inadvertently reported that WCOC, Meridian, Miss., had been granted a *temporary* renewal of license to Aug. 1, 1944, because of the fact that renewal was for a period of less than two years. However, it has been ascertained that the renewal was of a regular nature, the short period being due to the FCC's new policy of stabilizing renewal dates.

HARRY DARE REYNOLDS, president of Reynolds-Fitzgerald Inc., New York, radio and newspaper representative, on Jan. 13 died at his home in Mount Vernon, N. Y., after a illness.

PETRILLO PROBERS as the Senate Interstate Commerce Subcommittee convened Monday to launch its investigation of the AFM recording ban are (l to r) Andrews, Fla.; Tunnell, Del.; McFarland, Ariz.; Chairman Clark, Idaho (with pencil raised); Committee Counsel Herbert M. Bingham (obscured); White, Me.; Tobey, New Hampshire; Johnson, Col.; Wheeler, Mont. (latter two not members of subcommittee.)

entered negotiations with the industries affected by now. He admitted that all was not well as a result of the ban and that he was more worldly wise now, but he said he didn't propose to lift the ban unless President Roosevelt, after knowing the full facts, ordered him to do so. He said he would then "grant the request".

Morale Threat Cited

Whereas the original membership of the committee was to be five (Clark, Ida.; Tunnell, Del.; McFarland, Ariz., democrats; White, Maine; Tobey, New Hamp., Republicans), Senator Andrews (D.-Fla.) was added Jan. 12 when the hearings opened. But 8 or 9 members of the committee attended the sessions because of the widespread interest. In addition to Chairman Wheeler, others who participated included Senators Johnson (D-Colo.) and Stewart (D-Tenn.).

Opening the hearing in the Senate's caucus room, nearly filled to capacity, Chairman Clark recounted the history of the proceedings and emphasized the serious threat to wartime morale, here and abroad, provoked by the Petrillo ban. Since Aug. 1, he said, the American people have been without any form of new recorded music and have had to subsist entirely on "cold storage music". That applies to the armed forces too, he said. He summarized the exchanges of correspondence between Petrillo and such Government officials as Elmer Davis, director of OWI, and James Lawrence Fly, FCC chairman, wherein the union head refused to lift the ban. He cited the Interlochen and other bans, and said the situation was progressively becoming "intolerable" as an obstruction to the war effort. He predicted the ban would become "suicidal to American music" if continued.

Mr. Petrillo, in slow, measured delivery, read his 500-word prepared statement, urged the committee to shift its inquiry to an investigation of the "tremendous control of the entire music industry, including record making", exerted by "a few giant corporations at the expense of the live musicians". He levelled charges of "monopoly, interlocking arrangements and large profits" against these companies.

Dodges Issue

"This information can only be obtained by a thorough inquiry by this committee into the inner workings of the industry and a complete examination and cross-examination of the higher officials managing the industry, as well as a full and complete examination of all records, data and information gathered by the FCC," he asserted.

He charged AFM had been abused and insulted, and called the NAB the worst offender, declaring it had engaged in an "expensive publicity campaign composed of nothing but false issues and personal abuses". AFM welcomes the investigation if it is full and complete and includes the entire industry, he declared.

Exercising his prerogative as chairman of the full committee, Senator Wheeler asked point blank what AFM wanted, putting his finger on the crux of the issue. When Petrillo dodged the question by saying the issue could be settled only if the transcription and recording companies sat around the table, Senator Wheeler commented it was the first time he had ever heard of a strike being called with no demands made. He said the attitude seemed to be "to hell with the public".

Feeling Against Union

Petrillo admitted he had called the "strike" without notifying the transcription companies or the public in advance. He said he thought it was the thing to do and that it could be settled by negotiation. But none of the companies called on him, he protested, and they relied upon the Government to settle the matter. He said it was a question of who goes broke first—the stations, recording companies or AFM.

Sharply criticizing Petrillo's position, Mr. Wheeler said that labor unions will destroy themselves if they do not change their policies. He said that there is a tremendous feeling growing among farmers and business men against unions and that tactics of this type feed that kind of feeling.

While he refused to divulge his demands upon recording companies, Petrillo said Assistant Attorney General Thurman Arnold "has been after me ever since I took office" and that Mr. Arnold threatened "secondary boycott" action if Petrillo made demands upon music users. He declared there are 201 stations on networks that do not hire a single musician and that

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CBS-50 KW
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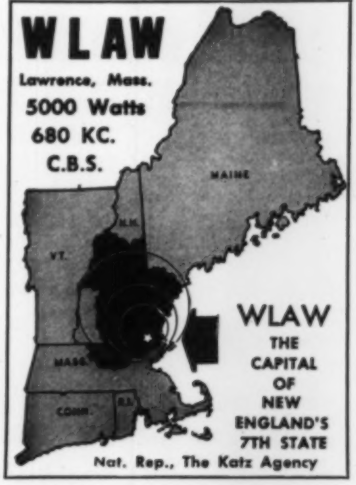
The Branham Company



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WLAW
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No "outsider" can match the selling influence of WMBD in the rich PEORIAREA market. It's *the one* medium that blankets 16 of the richest counties in the heart of Illinois. This area derives its riches from a wide, steady, and varied industrial group and an extra productive agricultural section.

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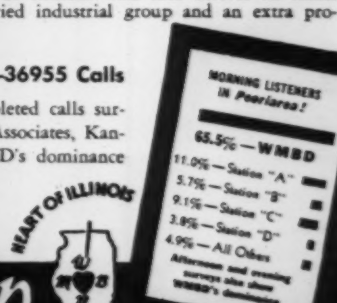
Just finished—a 36,955 completed calls survey by Robert S. Conlan & Associates, Kansas City. Results show WMBD's dominance in PEORIAREA. For full details call Free and Peters or write WMBD.



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he wanted them to stop performing recorded music unless they retained staff orchestras. For every dollar that is spent on live music in radio, he charged $4 was procured gratis.

Claims 'Hard Questions'

Admitting he had never told the record companies what he wanted, Petrillo said in reply to Chairman Clark that the union might have in mind a permanent ban on recordings. Asked point blank whether he proposed that, Petrillo responded with a sharp "No".

Petrillo protested repeatedly that he was being asked "hard questions" about how much the union wanted from record companies. He charged that transcription companies were making "thousands of copies" of commercial transcriptions and collecting "thousands of fees", whereas the AFM got only one for each recording arrangement. He gave that as the reason for his sudden withdrawal last September, of authority to continue recording of commercial transcriptions. These would have been banned originally, he declared, if he had known the facts.

AFM now is making an investigation of off-the-air recordings of name bands being sold to stations, Petrillo said. He charged too that many locals are "dubbing" recordings of network programs and selling them commercially.

When pressed by Chairman Clark, Petrillo said he would lift the ban only if President Roosevelt requested it after hearing the facts, but that until then union members will not play for recordings of any nature.

"After an explanation to the President, if he desires to stop the ban and says records should be made for the duration of the war, I say the request will be granted", he said.

In his repeated clashes with committee members, Petrillo said all he sought was unemployment relief for his members. He was unable to cite detailed figures on unemployment, however, but held that Senator Clark's estimate that only 10,000 of the union's 138,000 members were full-time musicians, was in error. A survey was made last week in 20 large cities, he said, which indicated that of a membership of 63,000, nearly half, or 25,000, were unemployed. But this survey did not show how many were otherwise gainfully employed or were part time.

Highly critical of Assistant Attorney General Arnold, Petrillo said that "anything we put in writing, Arnold says is a secondary boycott". He alluded to the Schedule A contracts with the broadcasting industry on hiring of staff orchestras agreed to in 1937 in this connection. Arnold, he charged, had said that if such a contract were renegotiated, he would "put us in the can for five years."

AFM OPEN TO ALL

Petrillo Says Anyone With Fee Can Join

WHY IS THE membership of the American Federation of Musicians set at 138,000 whereas perhaps less than 15% can be regarded as full time professional musicians. James C. Petrillo, AFM president, gave the answer last Wednesday to the Senate Probe Committee.

Answering Senator Tobey (R.-N.H.) who said he was a "mediocre pianist", Petrillo declared in many local jurisdictions anyone can join the union "if he has the desire". In other locals, examinations may be required, but "they never turn anybody down". The initiation fee is from $5 to $50, he said.

Appropos the Interlochen incident, Petrillo insisted that the music camp was a "commercial enterprise" despite Chairman Clark's observation that its rates were nominal and that its head claimed it was non-profit. Because the school is on a "commercial basis", Petrillo held that it could not be broadcast as a sustaining series. Beyond that, he revealed that "several months ago" he had banned the broadcasting of any amateur school bands as competitive with professional musicians.

Petrillo did not say he wanted more money from the transcription and record companies. He said if these companies came to AFM, he was confident the problem could be solved. Asked point blank what he wanted from them, he rejoined, "That's for them to find out". He said he only "wanted to be fair", but Senator Wheeler interrupted that everybody wanted that, just as they wanted "peace".

Says 'Musicians Starving'

When the union head commented that AFM might not make any more records, Senator Wheeler said if that happened there promptly would be legislation to curb labor unions. He told Petrillo his first obligation was to get a formula and say "this is what I want". But Petrillo said the musicians were in a "unique" position, and wanted the companies to come to him.

Petrillo said he didn't believe the ban was hurting the nation's morale or the war effort. He said that while as a "general policy" AFM had turned down requests that the ban be lifted, the Army and Navy had not been denied use of recordings. But he admitted upon further questioning of Chairman Clark that recordings couldn't be made for that purpose alone.

The recording companies, Petrillo exploded, "are making all the money while the musicians are starving". He said he couldn't understand why no one was interested in the plight of the musicians.

Unless amateur musicians are banned from the air, Petrillo said, the broadcasting stations will use their services "as a club against us" by contending they don't need staff orchestras. He admitted this was only surmise and that it hadn't happened, but that he knew "big business".

Confessing that the ban "has not helped us", Petrillo said he was not satisfied to "let it stand, but that he did not know where he stood, with the court proceedings pending in Chicago and the hearings before the committee.

Pearl Harbor Changed Plans

Petrillo said there was small hope of getting money out of the smaller stations. "If there's no money there, you simply can't get it," he said. Pressed by Senator McFarland on what he wanted from the transcription companies, Petrillo said that if a mistake had been made, then the fact that the recording companies had made no overtures did not make that second "mistake" right. He did not argue that it was his "move", declaring again he was dealing with "big business".

"We're not going to make records unless the Government forces us to do so", Petrillo finally asserted. "I don't think the Government will do that".

Petrillo revealed, under questioning by Counsel Bingham, that he planned originally to make the recording ban effective on Jan. 15, 1942, but that the Pearl Harbor incident made such a deadline inappropriate.

He admitted no unemployment surveys had been made until a week or so ago, but said he thought about $900,000 a year is spent in New York alone to feed AFM unemployed. The figures caused a lifting of eyebrows. He didn't know

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Ask any Blair man or us

how many AFM members were employed in other industries, but said that if these men "are pushed into factories, what's going to become of our musical culture of our country?"

Recordings 'Too Good'

Denying that AFM membership had grown "by leaps and bounds", he said it once had 158,000 members—20,000 in excess of its present membership. The talking movies resulted in the unemployment of 22,000 "pit men" he said, and promised that steps would be taken to force their rehiring. But, in reply to Senator White and Counsel Bingham, he was unable to tell the committee how many men had been replaced by transcriptions and records. He charged simply that "it's always canned music that puts them out of work". He verified figures produced by Mr. Bingham that in 1936 AFM realized only some $600,000 for its members for recordings, as against about $3,000,000 in 1941.

Asked about quality of transcriptions, he said they are "too good". Sometimes, he added, "they sound better than the live bands. The boys have got something on the ball that I don't know about. They make a second class band sound like a first class one."

When Mr. Bingham objected to interruptions by AFM counsel Padway, Petrillo commented: "I've got a lawyer and you won't let him talk. I ought to send him home".

Only about 20 name bands make records, Petrillo complained. Under the present system he said "the rich man gets richer, but the poor kid can't get any place".

Inspired by Public Interest

Mr. Padway said that industry has started a "war of attrition" to "beat us down". They may succeed, he said, pointing out that if $15,000,000 were spent, some 15,000 musicians could be hired for that purpose. He said this was not an exorbitant figure.

Chairman Clark stated for the record that he had not discussed introduction of his resolution with any official of NAB or the recording companies, and that they were not aware of his action until after the resolution was introduced. He said he wanted that understood lest there be the implication that the NAB "engineered" the inquiry. He said he was motivated entirely by what he regarded as public interest.

Mr. Padway said that if the committee could "give us a satisfactory solution, we will accept it". His client was interested, he declared, in a solution that will see "all of our unemployed get jobs". Chairman Clark said the committee "might take you up on that".

Petrillo's second day on the stand was highlighted by his suggestion that Congress pass protective legislation for musicians, patterned after the copyright act which permits ASCAP to collect royalties from users of music. Under such legislation, he said, AFM could procure revenue from every recording made. Mr. Padway previously had indicated that perhaps an assessment of one or two cents per record might be worked out in some fashion, not to be paid directly to musicians but to be used in a general music fund.

Clark Urges Definite Plan

It was after Mr. Petrillo several times refused suggestions that the ban be lifted pending a settlement of the dispute with record makers that Chairman Clark proposed he call his international executive committee together and draw up a definite program which could be presented the committee and other industrial groups involved. Previously, the AFM head had rejected a suggestion that the ban be immediately lifted, and that negotiations be initiated, with a 30-day deadline. Petrillo contended the transcribers and record manufacturers could make enough recordings in 30 days to "last for a year."

Protests from many music clubs and organizations, including the American Federation of Music Clubs, headed by Mrs. Guy P. Gannett, of Rochester, were cited by Senator Andrews. He called attention to resolutions condemning the Petrillo ban of amateur orchestras from the air as striking a "serious blow" at the nation's musical culture. He said he thought that AFM was doing an injustice to the country and that these orchestras ought to be returned to the air.

Cites Manpower Shortage

Pressed by Senator Tunnell for the kind of relief he wanted from Congress, Mr. Petrillo first said he wanted an ASCAP-type law. Musicians do not want to discontinue records, he said, but they want "the gentlemen to share the profits with us".

The AFM head was subjected to a severe grilling by Senator McFarland, who asked whether he did not think it was more important to have men work in factories in the war effort than to work as musicians. He cited the shortage of manpower, declaring that factories are "crying for men and our boys are dying on the other side". That is the reason, he said, that the people have built up the "sentiment against your bands".

Petrillo insisted that the people are not doing it, but that the NAB "with its hundreds of thousands of dollars" had whipped up this senti-

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ment and had called him a czar. He pointed to the gratis service of AFM for the military, declaring AFM was spending anywhere from $25,000 to $50,000 a week for that purpose.

Flying into a rage, and pounding on the table, Petrillo shouted that "we are not kids" and that AFM was "second to none in patriotism. If our men are needed, including myself, we'll go."

'Prepared to Negotiate'

Senator McFarland persisted that Petrillo could not be pinned down on what he wanted, but that it seemed he desired to have more men do the same amount of work and "increase the manpower shortage in the United States while we are crying for men for the war effort".

When Mr. McFarland commented that Mr. Petrillo had changed his story from the preceding day and that responsible people had told him that he was hindering the war effort, Petrillo said he was "certainly sorry to hear that".

Petrillo said several times he was prepared to enter negotiations to settle the strike, but that no overtures had been made to AFM. He said he was prepared to get his executive board together and get their ideas. Told by Chairman Clark that such a move would "help immeasurably", Mr. Petrillo said that he simply wanted to negotiate on a fair basis.

After Counsel Padway had attempted to answer questions for Mr. Petrillo, Senator Tunnell interjected that the AFM president could handle himself and that it was not necessary to barge in with a long argument and divert the trend of thought.

Petrillo said that he thought there was some justice to the recording company side, but that he was satisfied with the committee investigation and its desires. He predicted that the problem would be solved.

Petrillo first rejected the Clark proposition that he call off the strike, made just before the noon recess, on several grounds. Then, just prior to the close of his testimony Wednesday afternoon, he avidly accepted the suggestion that the international board draw up a definite program.

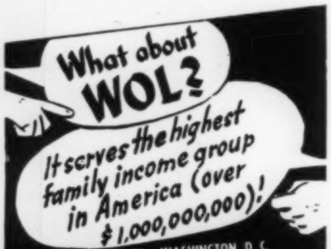
Senator Clark had suggested initially that Petrillo consider lifting the ban now, and then proceed to negotiate with the industry to see whether something couldn't be worked out. He suggested that Petrillo think it over during the noon recess and return with his answer, observing that such an action would put the organization in an infinitely better light all over the country and not weaken its bargaining power. Petrillo promptly retorted that if that happened, the record companies would negotiate for "two or three years".

Under rigorous cross-examination by Counsel Bingham, Petrillo said he did not know of the disbanding of many name bands because of lack of manpower. He said he had never made a check with orchestra leaders on this score.

There were several colloquies between Petrillo and his counsel over the accuracy of testimony previously adduced, regarding compensation received by musicians and statistics on employment.

The AFM head said he had never familiarized himself with industry finances. He estimated that radio in 1941 spent about $13,000,000 for musicians, exclusive of those used in commercial network programs. Mr. Bingham pointed out that the FCC's estimate was $8,000,000 and that the official figures of the Commission revealed that the musicians received more money than any other employes, including executives, but with the exception of technicians. The FCC figures showed average weekly earnings of $67.25 for staff musicians, with the average work week 19 hours, including rehearsal time.

To this, Petrillo rejoined that musicians worked longer hours than anyone else and were entitled to that compensation. He insisted he could not answer yes or no as to whether the broadcasters "could stand the pressure" of additio



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Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

Union Record-Changer Order A Mistake, Petrillo Admits

ADMISSION by James C. Petrillo, president of AFM, that his requirement covering unionized "platter-turners" employed by stations in Chicago and St. Louis is not "sound" was made last Wednesday before the Senate Petrillo Probe Committee.

Queried by Senator Tobey (R.-N.H.) on the ultimatum that stations employ union musicians as record and transcription changers (at $90 per 25-hr. five-day week in Chicago), the union head said he agreed that he had made a "mistake". He said when he made the demand upon the Chicago stations there was no objection, so he enforced it. If they had called his hand on the strike threat, he admitted he would have withdrawn the demand.

Explains Standby Fee

In St. Louis, Petrillo said he understood the scale was $45 per week. He did not know of any other jurisdiction which requires unionized platter-turners, declaring he didn't think the locals were powerful enough to make the demand. He admitted too, under questioning by Mr. Tobey, that a "child could do the job" of turning records, but said he based the demand upon relieving unemployment.

Petrillo sought to justify standby orchestras, contending the local musicians were deprived of employment by travelling bands engaged for radio performances commercially. Whether or not the standby band shows up, he said, the union scale is paid in Chicago and in certain other jurisdictions, but not generally. He was straightened out by Committee Counsel Herbert M. Bingham when, in answer to Senator Tobey, he said that the orchestras for which standbys were paid were not union, declaring he thought the Senator was referring to amateur bands.

In Chicago, Petrillo said, the standby fees do not go to the musicians but to the Federation orchestra and band fund to defray costs of benefits. But he didn't say this was so everywhere.

No Standby for Senator

Senator Tobey said that being a New Englander, he probably didn't get the economic significance of such activities, and that it seemed to him an "incongruity" that men should be paid for work they do not perform. He asked whether Petrillo would favor a condition whereby a standby would be hired for Senator Clark (D.-Idaho) committee chairman, if he made a speech in Chicago for $300 and expenses. The answer was a vehement "no".

When Senator Clark raised the case of the premiere of the film "Wake Island" in Hollywood, wherein all revenues were given to the Marine Fund, but the union charged $200 for a standby for a Marine band, Petrillo said he thought this an "extreme case". He commented "we can't all be angels".

Asked about his requirement that two standbys be retained on repeat broadcasts by transcription, such as was recently invoked in the Jack Benny broadcasts, Petrillo said that Benny received "two fees"—one for each broadcast, whereas the band received only one. Under further interrogation, he admitted he didn't know whether Benny was paid twice but he "assumed" that was so, and therefore had invoked his ban.

To prove the magnanimity of AFM he said that it permits "delayed broadcasts" by stations which cannot accept a network program at the regular broadcast time, without additional orchestra fees. "We could stop that, but we can't fight on all fronts", he said. The committee let it drop there.

employment of musicians, based on their earnings, declaring that he did not realize he would be called upon to answer such questions and had not prepared himself.

Standby Fees to Locals?

Counsel Bingham then cited FCC statistics showing that 331 stations made less than $5,000 net last year before taxes, and that 221 additional realized less than $25,000. Such stations, Mr. Petrillo contended, were not required to hire musicians under the 1937 agreement.

While the original AFM Schedule A contract guaranteed performance of recordings, Petrillo declared that renewal of these contracts through AFM locals did not carry such a clause. He disclaimed any knowledge of such a clause in new contracts, though committee counsel said several stations had advised him of its existence.

Although Mr. Bingham cited AFM reports disclosing that standby fees of some $50,000 were turned in to the national organization by its locals in 1941, the AFM head said that such fees went only to the locals. He said there was a 15% tax, but he thought the report was in error when it revealed what amounted to a 50-50 split between locals and the national union on standby fees. "Something is wrong with it," he commented.

'Neutral' Problem Unsolved

Whereas in his previous testimony Mr. Petrillo had claimed that AFM had a peak membership of some 158,000, Mr. Bingham produced AFM figures to show that the organization's membership steadily has increased since 1934, or during radio's peak period. It was at a low of about 101,000 in 1934 and graduated upward to 138,000 in 1942, he cited. In 1929, it was later developed, AFM had a membership of 146,000.

Describing as a "hard question" Mr. Bingham's inquiry regarding cities which have stations but no musicians' locals, Mr. Petrillo said that the problem of "neutral territory" had never been cleared up but he hoped to do that someday.

Apropos coin-operated phonographs, Petrillo estimated that possibly 15% of the some 300,000 "juke box" locations could afford to hire four or five-piece orchestras and that perhaps half of them could hire one musician, resulting in increased employment for musicians. He admitted, however, that if his figures were right, AFM wouldn't be in a position to supply the necessary musicians, totaling about 45,000.

Night Owls

TESTING reaction of a night-owl program audience, WLS, Chicago, offered listeners to *Bunkhouse Jamboree*, daily 3-5 a.m. recording program, free samples of rum and maple tobacco. Healthy volume of mail resulted, coming 30% from industrial workers, 15% farmers, 13% plant guards, 9% women, 5% servicemen, 4% railroad employes.

Whereas he estimated that each juke box returned an average of $12 a week, Mr. Bingham said he had been advised the net return to the operator is only about 90 cents per week. The location owner, however, gets about $2 a week while the machine owner gets $3 a week but only the 90-cent net, after paying expenses.

Wanted 'Credit Line'

Petrillo insisted that the armed forces were given carte blanche in the making of recordings, upon request, and with the guarantee that they would not be used for commercial purposes. He cited the case of a rejection from the American Legion though he said this same request would have been authorized if it had emanated from the military.

Asked about announcements recently injected on network musical programs that they were presented "through the courtesy of James C. Petrillo", the AFM head said he has used this vehicle to combat the NAB campaign and "get a credit line".

Finally admitting that there is an impending shortage of qualified musicians, Petrillo said that whereas AFM today could furnish all the musicians needed by broadcast stations, it won't be able to do so if the war continues for "five or six months". He said that some 25,000 AFM members are in the armed forces or in war work. This observation came after Senator Clark had commented that in many large cities, including Washington, stations were not able to hire competent musicians. Petrillo said they are not all "Stokowskis, Toscaninis and Petrillos" and that perhaps the calibre of men wanted were not available because they worked on other jobs four or five nights a week.

Radio Provided Work

He did not know about the inability of the St. Paul-Minneapolis union to supply men for radio.

Summarizing, Counsel Bingham asked Petrillo a series of questions and sought "yes or no" answers. He didn't get them all down the line.

Petrillo admitted (1) that radio has actually made work for more musicians; (2) that the phonograph was invented before AFM was founded and therefore could not be held responsible for present-day conditions; (3) that, in part, musicians are making more money today than ever before from recordings, contending that use of the music was an important consideration; (4) that the radio industry furnished an opportunity for musicians' employment, as indicated by the steady growth in AFM membership since 1934.

It was at this point that Petrillo agreed to convene his executive committee and formulate some sort of program for solution of the controversy.

Mr. Padway at the Wednesday session, stoutly defended the AFM action on recordings as a "simple

"Right in the middle of the Green Hornet mystery on WFDF Flint Michigan, he comes out with the murderer's name!"

the BEST

FORWARD into FORTY-THREE

WNBC
HARTFORD
5000 WATTS
BLUE NETWORK
NATIONAL REPRESENTATIVES
HEADLEY REED CO
NEW YORK CHICAGO
ATLANTA DETROIT

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood
1290 KC BLUE NETWORK

AN OPEN INVITATION TO EVERY RADIO SALESMAN

FROM THE WEATHERMAN

We Take This Simple, Direct Method
To Invite You To Sell Us Your Station

HERE is an unusual, yet thoroughly business-like invitation to every radio salesman who wishes to show how we can benefit by using his station. . . . To every salesman who can actually offer us a sound, profitable high-volume direct sale opportunity.

We represent a highly reputable, remarkably successful low-cost, high-volume product. A household product which now —more than ever—fulfills a nation - wide public demand. Most important, — a product which has already proved that it can sell through radio,—and sell like wildfire.

Then why this invitation? Because the tremendous popular response to our present radio advertising clearly indicates that it will be to our mutual advantage to work out additional programs with new stations. Large and small stations which might otherwise be reached only by more difficult, less efficient methods.

THEREFORE—in order to stimulate immediate response,—we take this simple, direct method of asking you to talk over a proved mail pulling promotion with us. We suggest that you write, or call on: Robert Kahn & Associates, Advertising, 430 North Michigan Avenue, Chicago, Ill., DELaware 5480.

NEWSCASTERS OF WBBM, Chicago, wish former associate, Lt. Todd Hunter godspeed as he leaves for active service with the Marine Corps. Commentators on hand for the farewell were (l to r), Harlan Eugene Reed, Lt. Hunter, Gerhard Schacher, Alvin Steinkopf, Donald McGibney.

refusal to work", which he said was always used to redress injuries or improve the standard of living. He brought out that the AFL convention in Toronto last October had given Petrillo unqualified support. He attacked the NAB campaign as both expensive and "cheap." One of the most unfair aspects, he said, was the "attempt to wrap it in the American flag and to question patriotism of AFM and its members."

Chairman Clark did not agree that the NAB campaign caused the public resentment, pointing to the statements of public officials condemning the Petrillo action. Such men as Elmer Davis, he said, did not resort to "trickery." He said that public opinion may have been influenced somewhat by what the NAB did, but that it was not controlling.

Backlog Still Available

Senator Tobey commented he did not like such propaganda campaigns, terming them "the barnacles on the ship of democracy" that have to be removed.

Mr. Padway told the committee the whole controversy might have been settled before the "strike" became effective if negotiations had been initiated by the industry. He reiterated he thought the committee had done more to bring "this thing to a head" by its action the preceding day.

Contending that the industry had not yet been hurt, Mr. Padway cited the published reports that the backlog of recordings has not yet been entirely used up and that there has been no extreme suffering. He called the amateur musician controversy the "evil of apprenticeship" existent in practically all unions.

Counsel Bingham, drawing the witness' attention to statements that AFM contributes its services gratis to all Government agencies, asked whether it was not a fact that the Army's *Command Performance*, which is beamed to troops abroad, uses union orchestras at regular or special rates. H. J. Steeper, Petrillo aide in New York, said first he did not believe this was so, but pointed out that locals were autonomous where nontraveling bands were concerned. He said he would check into the matter, after Mr. Bingham said he had been informed that card rates are being paid. Similarly, Mr. Steeper did not know about the situation in St. Paul - Minneapolis and whether charges were made for public benefits, though here again he thought that was not the case.

Musician Shortage

When Mr. Bingham brought out that in Washington union musicians were not available for stations, and that most of the men had more than one job, AFM officials said they had no information on this and that regulations varied in different jurdisdictions. Mr. Padway thought that the situation stemmed from the fact that radio wanted first-class men and that they are not always available in all jurisdictions because of other commitments. He knew of no prohibition against a musician holding more than one job, he said.

After reviewing at length the contributed series of AFM for the war effort, Mr. Padway estimated that the value exceeded $15,000,000.

Juke boxes alone have lost jobs for some 15,000 members of AFM, said the labor attorney, while thousands of other musicians have been put out of jobs by use of transcriptions and records in broadcasting. He cited FCC statistics to show the widespread use of recordings by stations and pointed out these revealed that more than 500 stations rely "entirely on canned music."

Mr. Padway drew from Chairman Fly's testimony at the September hearings the inference that stations are violating Commission policies by performing an excess of recorded programs and by not using enough live local talent. He did not mention, however, that the FCC had no censorship powers over programs, unless they were obscene, profane or indecent.

Hits 'Monopoly'

Launching his attack upon the "handful of tremendously wealthy and powerful corporations" who control recorded music, Mr. Padway cited these "little fellows" as RCA, Columbia and Decca. He said they have "reaped richly" from recordings and that two of them—RCA and CBS—controlled two of the three record companies, with only Decca accounting for 40% of the total production of 120 million records, not in the broadcasting field. He contended there were enough resources in the industry to take care of the interests of th musicians without raising the co to the public "by one penny" an at the same time leave genero profits for stockholders.

He argued that it was not a case of inability of the industry t meet musicians' requirements, bu their unwillingness to do so. A long as this attitude continues, h said, the musicians are "compell to use their own means of redres which is their refusal to play a their own funeral while the lion share of gate receipts go to a fe large companies."

Concluding his testimony, M Padway warned NAB that this w not "an ASCAP fight." Live mu cians are involved, he said, a they can "refuse to work." He add ed AFM could not be driven in a bargain as was ASCAP and th the quicker NAB realized that, th quicker there would be a "reaso able settlement."

NAB was characterized as "noth ing more than an employers unio by Mr. Padway. He praised M Petrillo and his work, and sa that he was simply carrying o the mandates of his membersh

Chairman Clark concluded th phase of the hearing with the a nouncement that the subcommitt would hold an executive session Wednesday to determine its futu course of action. He indicated would be at least two weeks befo the hearings would be resumed, b that depended upon the committe views. More than likely the co mittee will not act until it receiv the program of demands from th AFM executive board.

Johnson Staff Meets

GATHERED in studios of NB affiliates in 21 cities in the U. S and Canada, division manage and salesmen of S. C. Johnson Son, Racine (wax, polish), m Jan. 9 in a closed circuit sales s sion featuring messages by Joh son executives and members of th company's NBC *Fibber McGee Molly*. John J. Louis, vice-preside of Needham, Louis & Brorby, age cy handling the account, explain the meeting was a wartime measu to save time and transportatio Pickups were piped from Ne York, Chicago and Hollywoo William N. Connolly, Johnson a vertising manager, spoke.

Red Cross Programs

TWO new Red Cross programs a being aired each week over NB and BLUE. Over NBC the se is known as *That They Might L* featuring guest actors each S day promoting the service's d for nurse recruitment. Dra stories of America's fighting f are heard Fridays over BLUE cooperation with the Red Cr 4:30-4:55 p.m. (EWT).

HERMAN STEBBINS
Farm Editor

WSBA reaches the prosperous rural market of Northern Maryland and Central Pennsylvania. It's proved by . . .

THE MAP THAT MAIL BUILT!

WILKES-BARRE
LOCK HAVEN
BERWICK
BLOOMSBURG
HAZLETON
SUNBURY
SHAMOKIN
EASTON
ALLENTOWN
BETHLEHEM
Pennsylvania
ALTOONA
READING
HARRISBURG
LEBANON
LANCASTER
CHAMBERSBURG
YORK
GETTYSBURG
HANOVER
HAGERSTOWN
N.J.
W. Va.
Maryland
BALTIMORE
Del.
Virginia
D.C.
WASHINGTON

The Time to Buy in Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
York, Pennsylvania · Nat. Rep., The Walker Co.

"... timely, interesting and worth a thirty minute spot on the schedule."

WIBX

- Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WMBD THE HEART OF ILLINO
PEORIA . 5000-1000 Watts . CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representativ

Woodell, Provost Join WEAF Staff

Promotion and Program Posts Are Filled by Gregory

SHIRLEY F. WOODELL, formerly sales manager of NBC's international division and later liaison with Government officials, has been named promotion manager of WEAF, New York, as part of a general change and expansion of the station's personnel by Sherman D. Gregory, WEAF general manager.

Mr. Woodell will have charge of program and sales promotion and station exploitation, taking over the duties of Robert L. Hutton, who has joined the NBC promotion department.

Provost Joins

Joining WEAF as assistant to Mr. Gregory is DeLancey Provost, formerly in charge of sales for Empire Broadcasting Corp., and previously general manager of Grombach Productions. Mr. Provost will concentrate on program building, while program publicity will be handled by Leighton Blood, formerly in the NBC press department.

Mr. Gregory revealed that national spot and local sales on WEAF increased 25% in 1942. For January, 1943, sales will be 3% ahead of the same month last year, he stated.

War Program Sponsors

FOUR participating programs built by WOR, New York, in 1942, all designed to throw light on wartime problems of food, nutrition or home economy, have attracted a total of 27 sponsors during the year, 17 of whom had never used the station before. Food companies ranked highest in the number of advertisers participating, followed by drug products, household goods and wearing apparel. Programs are: *Pegeen Prefers*, *The Consumer's Club*, *The Food & Home Forum*, and *Claire Wilson Reports*.

'Chef' Series Open

RADIO figure known as "The Mystery Chef," who started a program on BLUE last December on a sustaining basis, will be available for local sponsorship to all BLUE affiliates, effective Jan. 18. Series is aired Monday through Friday, :15-2:30 p.m.

KSTP
0,000 WATTS
LEAR CHANNEL
Exclusive NBC Outlet
INNEAPOLIS • SAINT PAUL
resented Nationally by Edw. Petry Co.

OWI Names Carlin

TO HEAD the Office of War Information radio news division in New York, Harry J. Carlin, former teletype editor of the OWI Washington news desk, was named last week. In this capacity he will service commentators and station news departments with background information as well as providing material requested through queries. Before joining OWI, Mr. Carlin worked for the *Asbury Park* (N.J.) *Evening Press*, *New York Herald Tribune*, the *Long Branch Daily Record* and the *Brooklyn Daily Eagle*. His offices will be in Room 703, Chanin Bldg., and Room 312, 610 Fifth Ave., both in New York City.

Waiver Refused

NOTICE was served by the FCC last Tuesday that it would not grant requests of networks to eliminate station identification announcements during the President's birthday ball program on Saturday, Jan. 30. Disclosing it had denied the request of the BLUE Network for a waiver of Section 3.406 to eliminate the announcements during its 11:15 p.m. to 12:15 a.m. program, the FCC said that similar requests from other networks would not be granted.

Bibo Sues ASCAP

IRVING BIBO, Hollywood songwriter-publisher, in early January filed a $100,000 damage suit in Los Angeles Federal Court, naming ASCAP as defendant. Action charges ASCAP with violation of the Sherman Act by refusing to accept small publishers for membership. Bibo alleges that ASCAP "is unfairly and arbitrarily prohibiting competition by refusing membership with the result that small operators cannot market their releases."

Institute's Program

DESPITE limitations in the time women could spend listening to the radio during the war year, listening trends remained fairly constant in 1942, according to the Women's Institute of Audience Reactions, New York. The Institute, under the direction of Agnes Grew, is planning a variety program titled As They Like It, which will follow specifications set down by the women surveyed.

49 NBC TOP COMMERCIALS
Guarantee Audience
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

OKLAHOMA'S MEMBER of the FCC, Paul A. Walker, represented his State in the *Toast to Victory in '43* which brought messages from the 48 governors to WWDC, Washington, where senators, congressmen, military leaders and representatives of labor participated in a 14-hour continuous program saluting each of the states. Strickland Gillilan was m.c., assisted by WWDC staffmen under Manager Ben Larson.

WHAI, Greenfield, Miss., has appointed Burn-Smith Co. its national sales representative.

N. Y. Radio Club Lunch Is Programmed by INS

INTERNATIONAL News Service day was held Jan. 13 at the weekly luncheon meeting of the Radio Executives Club of New York with Leo Dolan, chief of the London Bureau in charge of European coverage, as chief speaker. Jack Oestreicher, director of foreign coverage, also spoke. Burl Ely, INS promotion manager, was in charge of the meeting.

Out-of-town guests included Ben Ludy, WIBW, Topeka: Jack Draughon, WSIX, Nashville; Hy Levinson, WCAR, Pontiac; Irwin Koppen, WTIC, Hartford; Ben Baylor, WMAL, Washington; Jack Van Sweringen, WPIC, Sharon; James Milne, WELI, New Haven; John Livingston, West Coast representative of Spot Sales.

Editor's Blue Series

SOL LEWIS, editor and publisher of the *Lynden* (Wash.) *Tribune*, who made his network radio debut on BLUE five months ago when he took part in *America's Town Meeting of the Air*, has started a weekly quarter-hour program of informal commentaries on national and world affairs on BLUE, under the title, *Sol Lewis—Country Editor*.

MILLER McCLINTOCK, president of MBS, and former executive director of the Advertising Council, on Jan. 13 was guest speaker at the first official meeting of the Media Men's Assn. of New York. Installation of permanent officers took place.

If you're now using radio in the Charleston, West Virginia market—or planning to do so in the future—you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE
John A. Kennedy, President Howard L. Chernoff, Managing Di
Charleston, West Virginia
represented by THE BRANHAM COMPANY

XUM

NBC Plans Group Meets in New York

Committee Aims to Intensify Activity for Coming Year

PUBLIC SERVICE programs on stations affiliated with NBC will receive increased and intensified promotion throughout the coming year, with special emphasis on NBC's Red Cross series, *That They Might Live*, it was announced Jan. 12, after the first meeting of the new NBC Stations Planning and Advisory Committee in New York.

Chairman of the Committee for 1943 will be James D. Shouse, WLW, Cincinnati, who succeeds Paul Morency, WTIC, Hartford, chairman last year.

Longer Meetings

After reviewing the success of last year's activity the committee decided that meetings hereafter would be of two-day duration rather than one. Speaker at evening session, held in conjunction with the NBC Management Committee at the Hotel St. Regis, was Dr. James Rowland Angell, NBC public service counselor.

In addition to Messrs. Shouse and Morency, committee members present included Arden Pangborn, KGW, Portland, Ore.; Sidney S. Fox, KDYL, Salt Lake City; Edward Zimmerman, KARK, Little Rock; Stanley Hubbard, KSTP, St. Paul; Richard Shafto, WIS, Columbia, S. C., and Harry Stone, WSM, Nashville.

NBC executives attending were Niles Trammell, president; Frank E. Mullen, vice-president and general manager; William S. Hedges, Roy C. Witmer, Clarence L. Menser, Frank Russell, Harry Kopf, Sidney N. Strotz, O. B. Hanson, Dr. Angell, Charles B. Brown, John McKay, Sheldon Hickox, Easton C. Woolley, E. N. Lyford, Burton M. Adams, John M. Gaines, Albert E. Dale, William Burke Miller, A. W. Kaney, Philip I. Merryman, and William Brooks.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

THE FACTS WILL OUT

We have known Mississippi figures were UP and this week the Mississippi Unemployment Compensation Commission released confirming figures comparing the quarter ending September 30, 1942, with the same quarter of 1939:

Construction Workers	UP	326.5%
Earnings	UP	718.4%
Employees in Manufacturing	UP	148.4%
Earnings	UP	236.3%
Employees in Retail and Wholesale Groups	UP	120.3%
Earnings	UP	127.9%
All Other Groups	UP in proportion	

Invest your 1943 advertising dollars with WJDX—dominant radio station in the UP Mississippi Market.

Member of Southcentral Quality Network
WJDX WMC WSMB KARK
KWKH KTBS

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

Kaye-Martin To Blue

ALLEN C. KAYE-MARTIN, formerly of the sales staff of *Printers Ink*, New York, and Margaret Sidney Eaton, previously promotion director of *The American Legion* magazine, have been appointed to the sales promotion staff of BLUE by B. J. Hauser, sales promotion manager.

OWI Changes

TO FILL the vacancy created by the death of William B. Gillespie, vice-president and general manager of KTUL, Tulsa, who also served as the OWI's regional consultant for District 12, William B. Way, manager of KVOO, Tulsa has been named. Another change has occurred in District 15 where Arthur Westlund, manager of KRE, Berkeley, succeeds Lincoln Dellar as regional consultant. Marcella Burke has been engaged as a writer to work in the radio bureau's New York office.

NAB Asks for Gas

PROTEST was filed Jan. 8 by Neville Miller, NAB president, against OPA regulations denying extra fuel rations to radio employes, other than technicians working at isolated transmitters [BROADCASTING, Jan. 4]. In a letter to OPA Chief Leon Henderson, Mr. Miller pointed out that radio broadcasting is considered essential to support the war effort, and that travel to and from temporary installations is part of its job.

LESTER STONE, attorney of Atherton & Currier Inc., New York, has been elected a vice-president.

RURAL ROUTE
BOX 1170
1170

AGREEMENT between the local Post Office and Sam Schneider, farm editor of KVOO, Tulsa, resulted in this mailbox for engineers at KVOO's transmitter, 11 miles from town. Mr. Schneider, conductor of *Rural Route 1170* inspects the box, which eliminates engineer's former plight of no box, no mail.

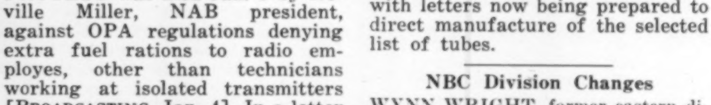
ASA, WPB in Accord On Victory Parts Line

SUBSTANTIAL agreement has been reached between the WPB and the American Standards Assn. on the Victory Model line of replacement parts, according to Frank H. McIntosh, chief of Radio & Radar Divisions' Civilian Broadcasting Branch, and it now appears that the way is clear for an early order for their production.

Final differences between WPB and ASA were ironed out at meeting in New York Jan. 14, which left only minor specifications to be adjusted, Mr. McIntosh said. He also indicated that the WPB's twin program for concentrated production of essential replacement tubes would be in effect shortly, with letters now being prepared to direct manufacture of the selected list of tubes.

NBC Division Changes

WYNN WRIGHT, former eastern division production manager of NBC, has been appointed eastern division program manager. He will be succeeded by Lester O'Keefe, assistant eastern division production manager. Walter Bunker Jr., western division production manager, has resigned to become producer of the *Jack Benny Show* for Young & Rubicam. He succeeds Robert L. Welch, now in the Army. Ned Tollinger, NBC producer, succeeds Mr. Bunker.



BOOST
YOUR
SALES
Advertise over Central America's
most modern stations
190,000
AMERICANS
OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

CBS BILLINGS RISE 2.3% ABOVE 194

CBS billings for 1942 total $45,593,125, marking an increase 2.3% over 1941, according to th network's accounting departme The 1941 total billings amou to $44,584,378.

Breaking down the CBS figu by agencies, it was shown th Young & Rubicam ranked in fir place with billings of $5,674,5 followed by Ruthrauff & Rya $5,101,813; J. Walter Thomp Co., $3,206,386; Blackett-Samp Hummert, $3,202,741; Ward Whe ock Co., $2,242,578; Biow Co $1,950,838. The following ten spo sors placed the largest amount business on CBS in 1942:

Lever Bros. Co.—$4,226,500.00
General Foods Corp.—$4,223,395.00
Procter & Gamble Co.—$3,087,534.00
Campbell Soup Co.—$2,858,829.00
Wm. Wrigley Jr.—$2,462,069.00
R. J. Reynolds Tobacco—$1,779,100.00
Colgate-Palmolive-Peet—$1,697,460.00
Liggett & Myers Tobacco—$1,472,63
Sterling Products, Inc.—$1,469,634.00
American Products Corp.—$1,367,0

Ken Dyke Quits OW To Enter Army Servi

RESIGNATION of Kenneth Dyke, former NBC promotion rector, as chief of the campaig bureau of the Office of War Inf mation, was announced last we when he joined the Army as major, assigned to the Spec Services Division. To replace hi Gardner Cowles Jr., assistant rector for OWI domestic ope tions, named Andrew Dudley, ac ing chief of the campaigns bure

In his Army assignment, M Dyke will be concerned with pub relations for the various radio tivities of the Special Services vision, attached to the staff of Col. A. C. Farlow. The Divisi radio activity is concerned with tertainment in the camps, sho wave broadcasts to the troops the use of radio in general mor work.

Shartle Named V-P

WILLIAM S. SHARTLE, form director of the New York office Russel M. Seeds Co., and ra executive of H. M. Kiesewe Adv. Agency and Erwin, Wasey Co., New York, has been appoin vice-president and radio director Henri, Hurst & McDonald, Chica Ward Dorrell, present radio di tor, has been made executive on Skelly oil account, succeeding J Shaw, who has joined the Am can Red Cross.

Attention Station Own
RADIO EXECUTIVE
at present General Manager of Mid-West Station desirous of making a change. 15 years experience as station manager and owner. 43 ye of age, a college graduate, newsp background, well known in the in dustry, best of references on requ Must have a 30 day notice be making a change. Write or wire . . .
Box 215
BROADCASTING

Cox-Fly Fight to Finish

(Continued from page 12)

FCC attorney assigned to the WALB proceedings, denounced as "unsupported innuendoes and insinuations," allegations made by Delacey Allen, WALB attorney and a stockholder in the station, that the Commission investigators were more interested in trying to "get something on Rep. Cox than they were in the station's business."

He asserted the purpose of the renewal proceedings was largely based on failure of the station's records to reveal that Arthur Lucas and William K. Jenkins, southern theatrical operators and part owners of WDRW, Augusta; WMOG, Brunswick, and WLAG, Lagrange, Ga., were stockholders in WALB. Thus, it was contended, the Commission's inquiry was prompted largely by the multiple ownership aspect.

McIntosh Admits Payment

Earlier in the proceedings, H. T. McIntosh, president of the Herald Publishing Co., licensee of WALB, and of the Albany Herald Broadcasting Co., had testified that $2,500 had been paid Rep. Cox, congressman from the district in which Albany is located, for legal services. He said the entire transaction had been handled "in an ethical and legal manner" in no wise in conflict with his status as a member of Congress.

Judge Cox, when the incident originated, had reported that the $2,500 check had been endorsed and sent back by him and that he had received stock in the new corporation "which never has functioned." The stock subsequently was transferred to "a private charity," he said.

Rep. Cox, discussing his pending resolution, asserted there was no doubt whatever that the measure would pass. He reiterated charges against Chairman Fly and his "gestapo agents". (Two FCC investigators spent considerable time going through WALB files last year.)

The WALB hearing was on issues involving voluntary assignment of the license from the Herald Publishing Co. to the Albany Herald Broadcasting Co., for construction permit to install new equipment and for renewal of license. The hearing had been postponed on the Commission's own motion several times, while aspects of the applications were being investigated.

Mr. McIntosh testified no material facts had been intentionally withheld but that mistakes "of a minor nature" had been made.

Witnesses called last week included, in addition to Senator George, chairman of the Senate Finance Committee, and Senator Russell, former governor of Georgia, Congressmen Robert Ramspeck (D-Ga.) and Stephen Pace, of Georgia. All testified in favor of renewal of the WALB application.

I. C. Gortatowsky, a stockholder in the station, testified that Rep. Cox had been asked to act as counselor for the new company at a $2,500 fee, that he refused the assignment and compensation at first, but, upon insistence of stockholders, he had "agreed to perform such duties as he could legally and ethically perform" while and as a member of Congress.

When Mr. Cohn introduced numerous photostatic copies of checks and other WALB financial records, WALB Counsel Allen commented that these records were "borrowed by FCC investigators" known to him only as "Rowell and Clift," with consent of Mr. McIntosh, to be taken to Atlanta for photostating. Instead, he charged these were brought to Washington, turned over to the FCC and "some of them were sent to the FBI." (FCC records reveal that Russell Rowell and Clarles Clift are members of the FCC law department. They have been assigned to investigatory work.)

At the FCC hearing Friday, Counsel Allen charged that Commission Counsel Cohn was attempting to introduce evidence on which to base prosecution of Rep. Cox for alleged violation of the Federal statute prohibiting members of Congress from receiving remuneration for services rendered before any Federal agency. He added that Mr. Cohn wished to "prejudice" the Commission against WALB's application for renewal by showing that Rep. Cox acted as the station's attorney in 1940.

This prejudice might be aroused, he declared, "because the FCC is under the likelihood—if that is the correct word—of being investigated by the House at the instance of a resolution introduced by Rep. Cox."

Standard On 95

STANDARD OIL Co. of Indiana, Chicago, will use 95 stations for a campaign of noon hour spot announcements offering War Bonds for outstanding farm achievements, scheduled to start April 5 on a 26-week basis, six announcements a week. This is an increase over last year's campaign schedule aimed at rural markets. Agency is McCann-Erickson, Chicago.

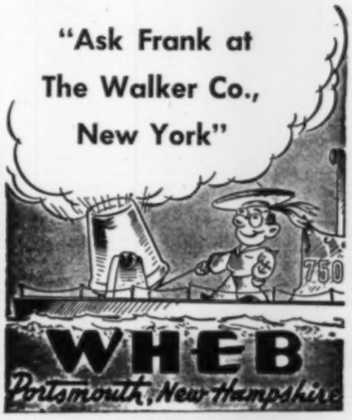
WOR Lunch in Chicago

TIME buyers and radio directors from 25 Chicago agencies attended a luncheon Jan. 14 at which Joseph Creamer, promotion director of WOR, New York, and R. C. Maddux, vice-president, explained the WOR-Crosley continuing survey of the New York area. Hosts were Robert Wood and John Shelton.

FOUR new directors of Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., were elected at a special meeting held Jan.9. The new directors are: Frank E. Devans, of Goodwin, Nixon, Hargraves, Midlleton & Devans, law firm; William Fay, vice-president in charge of broadcasting of Stromberg; Lloyd L. Spencer, vice-president in charge of sales, and Fred C. Young, vice-president, engineering.

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA


"Ask Frank at The Walker Co., New York"
750
WHEB
Portsmouth, New Hampshire

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

WHAT'S WHAT IN Boston

18.

WCOP will give you more, dollar for dollar, than any station in the East . . . make us prove it!

REPRESENTED BY
HEADLEY-REED CO.

WCOP
BELONGS ON YOUR SCHEDULE

Your Separate Peace

We're all in this war together, and we'll work together without thought of ourselves until we win! But what peace will bring — for you — depends on your *individual* efforts . . . now!

If peace is to bring prosperity for your business, you must continue to hold the goodwill of your customers. One well proven way is to give them something they value — radio entertainment — to remember you by.

CFRB
TORONTO
860 KILOCYCLES

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN

or the Foreman Co. • Chicago • New York

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS C B S
WCKY
THE L. B. Wilson STATION

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

"New Hampshire plus Vermont won't give you WHBF's radio homes coverage."

WHBF

Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

780 OUTLETS TO AIR OWI 5-WEEKLY STRIP

TO be known as *Uncle Sam*, the new five-weekly strip series to be released by the radio bureau of OWI is already scheduled to be heard over 780 stations under the Station Transcription Plan starting Feb. 1.

Each day's disc will constitute a separate unit although all programs will be tied together through the narration of Uncle Sam telling listeners of various problems of concern to each citizen. Although the material is informational in character, it was pointed out that each show will be "entertainingly presented."

To aid stations in the sale of the series a presentation is being prepared for the OWI by Louis Hausmann of CBS for distribution to each station participating in the plan. This will be ready within a few weeks, it was said, and will then be distributed to each participating station. Publicity material on the program will also be distributed within the next 10 days, it was said.

The subjects to be covered in the first week's set are rationing, China and Lend-Lease, manpower, ten years of the Nazi regime and the war production incentive. Three writers engaged in the preparation of material are Carlton Morse, author of *One Man's Family*, Don Quinn, Fibber McGee & Molly writer, and Carroll Carroll, Kraft Music Hall scripter. Preparation of the discs in the series is going on in Hollywood under the supervision of Nat Wolff, west coast OWI chief, and George Zachary, chief of the program service division, who has gone to the coast to assist Mr. Wolff on production.

New Rio Shortwave

NEW 50,000-watt shortwave station Radio National went on the air at Rio De Janeiro, Brazil, New Year's night, with Lt. Com. Walter Winchell, then on a special mission to Brazil, as m.c. of the opening program. Station will broadcast nightly to North America on 26.5 meters. Equipment was built and installed by RCA Victor Division.

Food-Market Service

DECENTRALIZATION of the *Market News Service* and *Radio Round-Up Service* issued weekly from seven regional offices of the Food Distribution Administration rather than from the Washington office, has been started. Elwyn J. (Mike) Rowell, chief of the Radio & Market News Section of FDA, last week met with station officials and distributors of farm products in Pittsburgh, Akron and Cincinnati. Douglas R. Mackenzie, of FDA, will visit the seven regional offices. Service goes to nearly 500 stations. News releases will be issued from New York, Chicago, Des Moines, Denver, San Francisco, Dallas and Atlanta.

Truckload of Discs

DONATING a truckload of transcriptions, Sidney N. Strotz, western division vice-president of NBC, Hollywood, and Jack Richardson, radio recording manager of the network, supplied Camp Young, Cal., remote desert Army training center. with a large portion of its musical Christmas cheer. Discs will be used year round by service men sent to the camp for desert warfare training.

Record Ban Hurts Overseas Programs

OWI Needs Discs to Combat Nazi Attack on U. S. Music

LACK of new commercial recordings and shortage of materials has handicapped efforts of OWI in telling the truth about American musical taste and talents to occupied countries. Macklin Marrow, OWI musical director for overseas broadcasts, told leaders in music and morale work at a meeting in Town Hall, New York, Jan. 12.

The OWI spokesman explained that civilians of foreign countries are confronted with Axis propaganda emphasizing the general decadence and barbarism of American culture, and the lack of fine orchestras or composers. OWI is attempting to refute these charges by presenting a true picture of American music, he said.

Mr. Marrow said OWI is faced with the problem that "not only have no new commercial recordings been made in the past few months, but because of the shortage of materials and one thing or another, a large number of standard titles are no longer available." He said the recording companies and the AMA had cooperated, however, and is helping the government enlist leading conductors, composers and symphony societies in making records to overcome the shortage.

Mr. Marrow said American troops overseas apparently have greater preference for serious music than do civilians, with 29% of the servicemen requesting that type, compared to 17% civilians. He said listeners abroad are getting all types of our music "due to magnificent cooperation of musicians in all branches of the art."

Among other speakers at the meeting were Dr. Serge Koussevitzky, conductor of the Boston Symphony, now heard on the BLUE, Major Howard Bronson, music officer of the Army Special Service Division, and Dr. Howard Spivacke, head of the music division of the Army.

General Baking Spots

GENERAL BAKING Co., New York, has released a radio and newspaper campaign throughout territory of the firm's Pennsylvania division. Spots on 29 stations from Trenton to New Orleans are being placed through Ivey & Ellington, Philadelphia.

WANTED

ANNOUNCER — local network station. Who can write and read copy, read news, play records and be useful around studio. Starting salary $25.00 per week. Moderate hours. Send transcription sample of work if possible. Write or wire,

BOX 227 BROADCASTING

Too Hot

WITH the East worried about lack of heat, studio staff of WKZO, Kalamazoo, had to evacuate Jan. 7 because things were too hot. Fire in the Burdick Hotel below the studio caused the alarm, but no WKZO equipment was damaged.

Former Radio Men Now In War Theatre Post

MAJ. BROOKS WATSON, former program director of WMBD, Peoria, and now radio public relations officer on the staff of the European Theatre of Operations, was heard over Mutual last week when he was m.c. of the BBC-Mutual program, *Stars & Stripes in Britain*. Member of the War Dept. Bureau of Public Relations radio branch, Maj. Watson was assigned to Gen Eisenhower's staff a few months ago.

Maj. Howard Nusbaum, formerly of BBC, New York, also is in London with the European staff, while Lt. Al Wharfield, formerly of C. E. Hooper Inc., New York, is on Gen. Eisenhower's staff in Algiers. All three officers were on duty in Washington before their transfer overseas. Capt. Rankin Roberts, also of the War Dept. radio branch, is in Chungking.

Carleton Scott Richardson

CARLETON SCOTT RICHARDSON, president of Richardson-MacDonald Advertising Service Ltd., Toronto and Montreal, died in his sleep Jan. 9 at his country home, Brier Farm, Aurora, Ont. He was a veteran of the First World War, and had been with the advertising agency, formerly Consolidated Adv. Service Ltd., since his return from overseas. Prior to World War I he served on Canadian and United States newspapers. He is survived by his widow; his mother, Mrs. E. J. Allen; a son, Flight Lt. C. D. Richardson, of the Royal Canadian Air Force; a daughter, Mrs. J. MacNeill, all of Toronto.

RCA will establish a branch in Philadelphia for its RCA Service Company Inc., dealing primarily in the servicing of telegraphic, radio and motion picture equipment. Application for a certificate of authority to conduct its business in Pennsylvania was filed recently with the State Department. The branch office will be established at 123 South Broad S

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York Ci

WOKO's Renewal Set for Hearing

Sam Pickard's Name Linked To Station's Ownership

EVIDENTLY still seeking to resurrect antiquated charges of purported improprieties in former Radio Commission licensing policies, the FCC last Tuesday designated for hearing the renewal application of WOKO, Albany. The name of Sam Pickard, former member of the old Radio Commission and afterward vice-president of CBS in charge of station relations, was linked with the new proceedings.

Only a fortnight ago, it was learned authoritatively [BROADCASTING, Jan. 11] that the Department of Justice had notified the Commission that an investigation directed against Mr. Pickard would not be pursued because it construed the case as moot due to the statute of limitations. This action followed a far-reaching but highly secret inquiry conducted by the FCC, largely upon instigation of FCC Chairman James Lawrence Fly.

Not Stockholder

The Commission announced it had designated the WOKO application for hearing "to determine whether the representations and statements made to the Commission or its predecessor, the Federal Radio Commission, by the licensee, its officers, directors, stockholders, or agents, with respect to the ownership or transfer of, subscription to, or consideration paid for the stock of WOKO, Inc., truly and accurately reflect the facts."

It also said the hearing would seek to determine all the circumstances and conditions under which the stock of WOKO had been issued, transferred or assigned and determine whether or not the applicant was qualified to continue operation of the station, and whether the renewal should be granted.

The FCC records do not show Mr. Pickard as a stockholder in WOKO, but it is understood that the Commission action was based upon purported information that one of the four stockholders was Mr. Pickard's brother-in-law. The station is a CBS affiliate.

President and general manager of the station is Harold E. Smith, who holds 25½% interest. Other stockholders are the *Knickerbocker News*, holding 25%; Raymond B. Curtis, of Garrison, N. Y., 25½%; and R. K. Phelps, of Kansas City, 24%.

Alkine Adding

ALKINE Co., New Brunswick, N. J., in its annual winter campaign for Flemolyn cough medicine, started in November, has added six participations weekly on WINS, New York, for a 13-week period. Firm uses WNEW, New York, WAAT, and WHOM, Jersey City, and approximately eight additional stations in the Midwest. Agency is Jackson Adv., New Brunswick.

After more than five years with the Campbell Soup Company on February the nineteenth 1943 their sponsorship will discontinue.

During this period we feel that we have advertised one of America's finest products.

We want to express our deep appreciation to the Campbell Soup Company for the very pleasant association we have had with this great organization.

AMOS 'N' ANDY
(Freeman F. Gosden)
(Charles J. Correll)

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JANUARY 9 TO JANUARY 15 INCLUSIVE

Decisions . . .

JANUARY 12

WOKO, Albany, N. Y.—Designated for hearing application for renewal of license of WOKO to clarify stock ownership.

KROY, Sacramento, Cal.—Granted consent to assignment of license for KROY from Royal Miller to a partnership composed of Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney and Will Thompson, d/b as Royal Miller Radio.

WOW, Omaha—Commission adopted order denying joint petition of Woodmen of the World Life Insurance Society and Radio Station WOW Inc., for extension of time in which assignment of license of WOW may be consummated.

BLUE Network — Denied request for waiver of Sec. 3.406, to eliminate station identification announcements Jan. 30 from 11:15 p.m., to 12:15 a.m., in connection with President's birthday. (Commission stated other similar requests would not be granted.)

JANUARY 13

WLAW, Lawrence, Mass.—Granted petition to intervene in hearing on application of WBNY, Buffalo, for modification of license.

WBNY, Buffalo—Granted motion to continue hearing to Feb. 23 on modification of license.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga. — Granted continuance of hearing to Feb. 4 in re application for new station.

KFAC, Los Angeles—Granted postponement of hearing to March 22 in re application for CP.

WORK, York, Pa.—Granted postponement of hearing to Feb. 25 in re modification of CP.

JANUARY 14

KOA, Denver — Adopted order granting petition for rehearing filed by NBC as licensee of KOA, directed against the grant of application of WJW Inc., for modification of CP; change of frequency from 1240 to 850 kc; increase power to 5 kw, with DA-day and night; change location 13.8 miles nearer Cleveland; move studios from Akron to Cleveland. Dismissed KOA's request for stay order without prejudice to KOA's right to renew request if WJW should seek authority for actual operation on 850 kc in Cleveland prior to final decision by Commission in this matter.

KTRB, Modesto, Cal.—Granted license to cover CP for increase in power, change of hours of operation; install new transmitter and DA for night use, and move transmitter.

WOC, Davenport, Ia.—Granted license to cover CP for change of frequency; increase power; move transmitter and DA for day and night use.

Applications . . .

JANUARY 11

WEEU, Reading, Pa.—Special service authorization to operate from 7 a.m. to local sunrise, Jan., Feb., March, 1943 (850 kc).

KFAB, Lincoln, Neb.—Extension of Special Service Authorization to operate synchronously with WBBM from local sunset at Lincoln, Neb., to 12 midnight (CST), to Feb. 1, 1944. (780 kc).

WBBM, Chicago—Same as above, with KFAB. (780 kc).

KFMB, San Diego, Cal.—Voluntary transfer of control from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as Trustee under Declaration of Trust for Warren B. Worcester. (1450 kc).

KOAC, Corvallis, Ore.—License to use formerly licensed main transmitter as auxiliary with power of 1 kw. (550 kc).

WKAQ, San Juan—Modification of CP for extension for completion date to July 26.

JANUARY 13

WQXR, New York—Modification of CP for change in equipment, etc., to April 1, 1944.

W3XE, Philadelphia—CP for move of transmitter to Mermaid Ave., west of Cheltenham Ave., Springfield Twp., Montgomery Co., Pa., and make changes in equipment. Also license to cover.

KMLB, Monroe, La.—CP to install new transmitter. (1230 kc).

JANUARY 14

KXYZ, Houston, Tex.—License to use formerly licensed main transmitter as auxiliary with power of 1 kw. (1320 kc).

KGHI, Little Rock, Ark.—License to cover CP for new transmitter. (1230 kc).

Tentative Calendar . . .

WCOA, Pensacola—CP for 1030 kc, 10 kw, DA-night; unlimited (Jan. 18).

WKBW, Buffalo—Renewal of license (main & aux.), for 1520 kc, 50 kw, unlimited; DA-day and night (Jan. 19).

WGR, Buffalo—Renewal of license (main & aux.), for 550 kc, 1 kw night; 5 kw day; unlimited; DA-night (Jan. 19).

IT'S A W BIG JOB

The MAGIC CIRCLE

GREENSBORO N.C.

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

WBZ

Network Accounts
All time Eastern Wartime unless indicated

New Business

ARC EQUIPMENT Corp., Bryan, O., (war industry), on Jan. 16, 3 to 3:30 p.m. sponsored one-time broadcast of Army-Navy "E" award ceremonies on 117 CBS stations. Agency: Beeson, Faller, Reichert, Toledo.

CRANE Co., Chicago (war industry), on Fri., Jan. 29 will sponsor one-time broadcast of Army-Navy "E" award ceremonies on 146 BLUE stations, 4:30-5 p.m. Agency: Buchen Co., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 29 only, sponsors Allie Stolz vs. Willie Pep boxing bout on 211 MBS stations, 10 p.m. Agency: Maxon Inc., N. Y.

H. J. HEINZ Co., Pittsburgh (food products), on Feb. 15 starts *Information Please* on NBC, Mon., 10:30-11 p.m. Agency: Maxon Inc., Detroit.

FOLGER COFFEE Co., San Francisco (coffee), on Jan. 23 starts for 13 weeks *Harry W. Flannery-News Analyst*, on 7 CBS Pacific stations (KNX KQW KARM KROY KOIN KGDM KFPY), Sat., 5:30-5:45 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

A. RAMSEY & SONS, Montreal (paint) on Jan. 30 starts *Veillee de Ramsey* on CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que., Sat. 8:30-8:55 p.m. Agency: A. McKim Ltd., Montreal.

ROYAL CANADIAN Air Force, Ottawa (Women's Division), on Jan. 12 started *RCAF Quiz Show* on 29 Canadian Broadcasting Corp. stations for 13 weeks, Tues. 8:05-8:30 p.m. Agency: Adv. Agencies of Canada, Toronto.

NATIONAL CELLULOSE Co., Toronto (paper products) on Jan. 3 started *Toronto Conservatory Program* on CFRB, Toronto, and CFPL, London, Ont., Sun. 2:30-2:45 p.m. Agency: Ferris Adv. Agency, Hamilton, Ont.

STUDEBAKER SALES Corp., South Bend, Ind., on Jan. 18 starts for 13 weeks *Norman Nesbitt*, newscaster, on 33 Don Lee Pacific stations, Mon. thru Fri., 5:30-5:45 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

Renewal Accounts

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 5 renews *The Philip Morris Playhouse* on 114 CBS stations, Fri., 9-9:30 p.m. (repeat, 11:30 p.m.-12 midnight). Agency: Biow Co., N. Y.

LADY ESTHER Ltd., Chicago (cosmetics), on Feb. 15 renews *Screen Guild Players* on 117 CBS stations, Mon. 10-10:30 p.m. Agency is Pedlar & Ryan Inc., New York.

Network Changes

CARTER PRODUCTS, New York (Carter's Little Liver Pills), on Jan. 10 renewed for 52 weeks *Inner Sanctum Mystery* on 53 BLUE stations, 8:30-9 p.m., at the same time turning over recorded repeat on 12 additional Pacific Coast stations, 6:30-7 p.m. to Arrid. Agencies: Ted Bates Inc., (Liver Pills), and Small & Seiffer, N. Y. (Arrid).

WBRB WAR VICTIM AS RESULT OF FIR

UNABLE to secure replace equipment and personnel due war freezes, WBRB, Red Bank, J., on Jan. 6 secured authority the FCC to remain silent for duration. Its petition to withdra without prejudice to re-filing, application for 100 watts on 12 kc. was granted by the Commissi The station, licensed to Monmout Broadcasting Co., headed by Tho as F. Burley and managed by J C. Bird, formerly shared time 1240 kc. with WFAS, White Plai N. Y., and WGBB, Freeport, Lo Island. Mr. Burley continues rection of WCAP, Asbury Par N. J.

Early last year WBRB's ma transmitter equipment was d stroyed by fire. It remained sile despite special service authoriz tions for operation issued by FCC while efforts were made secure new equipment and repl personnel. Its present status ables it to apply anew for the cility when equipment is obta able, but presumably not until af the war.

DALE CARNEGIE, lecturer and thor of *How to Win Friends and fluence People*, last week started series of five-weekly broadcasts the lives of famous people, on BLU titled *Little Known Facts*, Mond through Friday, 9:55-10 p. m.

LAND O' LAKES Creameries Inc., neapolis, on Feb. 2 shifts Boake Car news commentaries on 19 MBS stat from Mon., Wed., and Fri., 12 noon-1 p.m. to Tues. and Thurs., 12-12:15 Agency: Campbell-Mithun, Minneap

FIRESTONE TIRE & RUBBER Co., ron, on Feb. 8 shifts *Voice of Fire* on 126 NBC stations, Mon., 8:30-9 from New York to Hollywood for weeks. Agency: Sweeney & James Cleveland.

KELLOGG Co., Chicago (cereal), on 1 shifts *Superman* on 39 MBS sta from Monday thru Friday 5:30-5:45 to 5:45-6 p.m. Agency: Kenyon & Eck N. Y.

BROWN & WILLIAMSON Tobacco Co Louisville (Wings), on Jan. 29 shifts *ple Are Funny* on 67 NBC stations, 10-10:30 p.m., to Fri., 9:30-10 p.m. Age Russel M. Seeds Co., Chicago.

LEVER BROS. Co., Cambridge, (Swan soap), on Jan. 29 shifts *Riggs & Betty Lou* on 127 NBC stat Fri., 7:30-8 p.m., with West Coast re 7:30-8 p.m. (PWT) to Fri., 10-10:30 Agency: Young & Rubicam, N. Y.

COLONIAL DAMES Corp., Los An (cosmetics), on Jan. 15 replaced *Fi Woman* with *Quiz Quotient* on 9 CBS ern stations, Fri., 9:55-10 p.m. (PW Agency: Glasser-Gailey & Co., Los An

CONTI PRODUCTS Corp., New (soap, shampoo), on Jan. 17 disconti Walter Compton's *Background for* on 9 MBS stations, Sun., 10:45-11 and on Jan. 21 starts *The Treasure of Song* on about 10 MBS stations, 9:30-10 p.m. Agency: Bermingham, man & Pierce, N. Y.

KOY TO SELL ARIZ
PHOEN
550 KC
"That Explains the Coverage"
Affiliate Station WLS

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

NEWSCASTER—Recognized midwest 5KW basic network affiliate has opening for a top-flight news broadcaster who has made outstanding reputation on a good station. The starting salary will be $100.00 per week, and only a man with a reputation will be considered. Please reply fully and in confidence to Box 204, BROADCASTING.

Announcer—Preferably man with newscasting experience for substantial local station, with network affiliation, in east. Give draft status. Box 225, BROADCASTING.

Operator Wanted—First or second class, experience unnecessary. Write Box 214, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Announcer — Give experience, abilities. Permanent. Box 197, BROADCASTING.

ANNOUNCERS—Outstanding clear-channel New York State station. Give experience, references, draft status. Box 196, BROADCASTING.

COMMERCIAL MANAGER—For 250 W. N.B.C. station in city of 30,000. Good proposition to man that can deliver. Prefer man now working in Florida. Radio Station WLAK, Lakeland, Florida.

Experienced News Broadcaster—Newspaper background preferred. Good salary. KCKN, Kansas City, Kansas.

Announcer—3D phone ticket. Midwest network station. Give complete details—draft status and requirements in first letter. Box 203, BROADCASTING.

ANNOUNCER—Interested in sales work. $30 plus share of profits. Will consider woman. Box 205, BROADCASTING.

IMMEDIATE OPENINGS—For experienced announcer and licensed operator. Both must be draft exempt or deferred for six months. Applicants give experience, draft status, minimum salary expected. Permanent positions and ideal working conditions in Virginia city. Write fully Box 208, BROADCASTING.

Commercial Manager—Virginia station has immediate opening man experienced in radio sales. Must have good character, ambition, capable of writing selling copy, and be draft exempt. Only those with good sales record in radio need apply. Fine opportunity, good salary. Write full details Box 207, BROADCASTING.

PROGRAM—PRODUCTION MANAGER—With ideas and a sense of showmanship. Good salary, permanent position to a man willing to work. Regional network station. In replying, detail previous experience, draft status, and attach snapshot. All replies confidential. Box 210, BROADCASTING.

ANNOUNCER—Experienced, draft deferred. Permanent. 5 kw network affiliate. Give full particulars about yourself, including salary expected. Box 209, BROADCASTING.

Combination Engineer-Announcer — Any class license. Man or woman. Air mail references, draft status, salary. KFFA, Helena, Arkansas.

Remote Studio Manager—Must be all round person. Salary and percentage, or straight high percentage. Permanent job. Air mail references, draft status. Box 223, BROADCASTING.

Time Salesman—For network affiliate. Draft exempt. Must have proven ability. Box 216, BROADCASTING.

Help Wanted (Continued)

Announcer Wanted—State full details in first letter, including wages expected for fifty-hour week. Send audition record. Radio Station WRLC, Toccoa, Georgia.

Situations Wanted

TWO ATTRACTIVE SMART YOUNG WOMEN FOR YOUR STATION—Bookkeeper with two years' experience for $35.00. Experienced program director and continuity writer for $40.00. Can handle woman's program and announcing. Both for duration. Change of management means immediate availability. Address Box 226, BROADCASTING.

Young Philadelphian—4F, little experience, desires to learn all-around work in radio station. Box 199, BROADCASTING.

Announcer—25 years old, 4F, three years university speech and broadcasting. Experienced, employed. Will send transcription. Write Box 213, BROADCASTING.

Announcer-Writer—Small station. Fine references. Age 24. 4F. Box 200, BROADCASTING.

Cut Expenses—With exceptionally qualified man, engineer, first-class license, scintillating banjoist, ingenious promoter salesman, writer, manager, age 38, $250. W. E. Hanna, 902 East St. Charles, Lombard, Illinois.

Announcer—All-around Man — Specialty sports—baseball, basketball, hockey, football. Wants place with a future. Continuity writer and salesman. Military exempt. Twelve years experience. At liberty in thirty days. Box 198, BROADCASTING.

Experienced Radio Engineer—Desires responsible position with broadcast station. Box 212, BROADCASTING.

Station Owners—Need a manager or commercial man with new ideas? Married, desiring location in city around 40,000. Experience and qualifications for local or network affiliate. Box 211, BROADCASTING.

Chief Engineer—3-A desires change. Prefer midwest or east. Box 201, BROADCASTING.

AVAILABLE—A Radio man with complete broadcasting background. 10 years of successful operation. Aware of sales, promotion, production, copy, and facilities problems. 34 years old. Permanently deferred. Sales or Station Managers position preferred. Box 202, BROADCASTING.

Capable Production Man-Announcer—3-B draft. Desires better position. Box 221, BROADCASTING.

Engineer — Desires employment with progressive station. Fourteen years' experience maintenance, operation, and installation. College graduate, 39 married. Location Southwest or West Coast. Box 220, BROADCASTING.

Transmitter Operator—First ticket and maintenance. Box 219, BROADCASTING.

MORNING PERSONALITY - NETWORK NEWSCASTER—Now conducting successful morning show on major basic network station, desires change with increased opportunity. Draft exempt. Married. $75.00 weekly and talent possibilities, minimum. References, added details upon request. Box 218, BROADCASTING.

Announcer—Network experience. Also feature commentator, master ceremonies, special events. Knows press, public relations. Experienced writer. Now employed independently; daily program 50 KW station. Draft 4F. Box 217, BROADCASTING.

Situations Wanted (Continued)

Writer—Credits include top network commercials, evening and daytime, on contract basis. Also production. 8 years agency and network experience. 3A, three dependents. Available New York, Chicago or Hollywood originations. Box 206, BROADCASTING.

Twenty-two Years Experience—Selling syndicated radio, features and advertising services over entire USA and parts of Canada. Married with family, age 42. Free at once, willing to sell on drawing account and commission . . . not salary alone. Best references . . . known all over. Ed Dolbey, 14 Echo Lane, Larchmont, New York.

Experienced Woman Continuity Writer—College graduate. Wants position in Middle West. Pleasant radio voice. Box 222, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Presto Equipment For Sale—Two 6D turntables, equipped with time scales, microscope. 1C cutters, vertical dampers. One 85E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator; RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Harold Kay Laboratories, 54 South State Street, Painesville, Ohio.

For Sale (Continued)

RADIO STATION FOR SALE: Due to owner being called into service, large radio station in Capital City of large Southern State can be bought reasonably. Quick action necessary. For information see Moran & Webb, 85 Popuar Street, Atlanta, Georgia.

One Used Presto—Model Y recorder in good condition, $450. Alfred Rutherford, R.R. 2, Box 214, Anchorage, Ky.

HERE'S A COMBINATION

1. Writer, announcer, producer, operator. 14 years in radio. Past 2 years as manager of local independent. Desires change due to transfer of ownership. 1st Class License.

2. Salesman, writer, announcer, operator. 6 years in radio. Good sales record. 3rd Class License.

3. Woman. Announcer, traffic, programming. 3 years in radio. Specialty ad lib, informal and women's features. 3rd Class License.

All three experienced in sales promotion and servicing as well as routine board work. Will go singly or as unit.

For further information and references write to

Box 195, BROADCASTING

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BROADCASTING
FOR
RESULTS!

Nets Take Extra Precautions As Vulgarity Charge Arises

Fly Notes Increase in Number of Complaints in Recent Weeks; Scripts Scanned Carefully

REPLYING to recent claims of vulgarity and profanity prevalent on radio programs, representatives of CBS, NBC and BLUE issued formal statements last week explaining that censorship of material was being enforced in accordance with network policy and that performers have been asked to guard against ad-lib slips of this type.

FCC Chairman Fly said the number of complaints coming from the listening public have been "more than the ordinary number in recent months and weeks." He declined to comment any further but indicated that an investigation was being made.

Protesting against "hells and damns and other rough and vulgar expressions", the Ensley Highland Methodist Church of Birmingham, Ala., complained to the networks and also is reported to have sent letters of protest to President Roosevelt and Wendell Willkie.

NBC Opinion

"We recognize that this is our problem," C. L. Menser, NBC vice-president said, "and we are doing everything we possibly can to meet it. We have talked to the performers personally. We have deleted and will continue to delete all objectionable material from our scripts. We have taken them off the air a few times when they insisted on re-inserting material which we have deleted and will continue to do so."

Then he added, "we of course, welcome all possible assistance from the public and the Army in dealing with this problem." In fact Lt. Col. Ed Kirby, chief of the Army's radio branch, met with network and station representatives in Washington last fall to discuss the question of material. At that time a letter was sent to agencies, advertisers and performers by the War Dept. requesting them to guard against objectionable material in their scripts.

Jan Schimek, CBS commercial editor, states that "CBS has had no complaints against specific programs or artists. Columbia's editorial staff has adhered to basic points of policy, which have been in effect and a matter of public record since 1929, respecting the use of comedy material and the indiscriminate use of such words as 'hell' or 'damn.'

"The network will permit no programs or announcements that are slanderous, obscene, or profane, either in theme or treatment. In applying these principles Columbia has taken affirmative steps to insure that its program material is suitable for mixed audiences of people of various ages and tastes. We have always considered that radio is a guest in the home and must not abuse its privileges."

According to Charles Barry, Eastern program manager of the BLUE, the network realizes that in entertaining large groups of men, the natural tendency of comedians is to sharpen up the lines. Fortunately, in the case of the two BLUE programs for Army camps, Coca Cola's *Victory Parade* of spotlight bands and Hall Bros. *Meet Your Navy*, broadcast from Great Lakes Naval Training Station, the BLUE has not come up against the problem. If it does, he said the BLUE "will hold to the standards of good taste and does not intend to deviate therefrom."

Marlin Cancels

MARLIN FIREARMS Co., New York (razor blades), will cancel all spot broadcasting, effective Feb. 1, due to a cut in the company's steel allotments, and because the flow of steel blades to servicemen has reduced the civilian supply. Marlin will definitely return to the air at a later date, however, according to a spokesman of Craven & Hedrick, New York agency. Company has been using spot announcements and participations on approximately 60 stations nationally [BROADCASTING, Oct. 5].

Knox Butter Stretcher

TO PROMOTE special "butter-mix" formula, Knox Gelatine Co., Johnstown, N. Y., has been using participations on women's programs since the first of the year. Announcements have been placed on Marjorie Mills' program in New England; Mary Margaret McBride on WEAF, New York; June Baker on WGN, Chicago; KJBS, San Francisco, and KFI and KHJ, Los Angeles. Agency is Kenyon & Eckhardt, New York.

Harlow to BMI Post

CREATION of a program and music relations department of BMI to assist program managers has been announced by M. E. Tompkins, vice-president and general manager. New department will be headed by Roy Harlow, former vice-president and program director of the Yankee and Colonial networks, and one-time operator of his own agency in New England. More recently Mr. Harlow has been Massachusetts state organization officer for OPA.

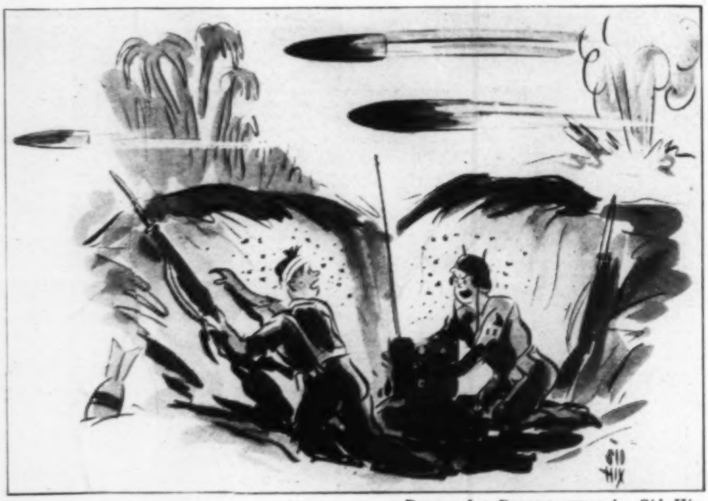
Mr. Harlow

San-Nap-Pak on NBC

SAN-NAP-PAK MFG. Co., New York, on Feb. 21 will take over 52-week sponsorship on NBC of the quiz program *What's My Name?*, formerly sponsored on Mutual by Standard Brands, New York, for Fleischmann's yeast. The show was last heard June 30, 1942, when Standard Brands discontinued it at the end of a 26-week contract. The new sponsor will promote its Lydia Grey cleansing tissues on the show, Sundays 10:30-11 p.m., using 13 NBC stations. Arlene Francis and Budd Hulick will again be in charge of the quiz sessions. Agency is Biow Co., New York.

Exporters Expand Time

INCREASED USE of radio advertising is anticipated on the part of U. S. exporters during 1943, according to a preliminary report based on a survey by the Office of Coordinator of Inter-American Affairs and the Dept. of Commerce. U. S. export advertising in the other American Republics will show a definite increase this year over 1942, the report states, but rate increases may force some North American advertisers to reduce space in Latin-American newspapers. "Manufacturers are expected to utilize local radio stations to a greater extent than ever before, some for the first time," the report adds.



Drawn for BROADCASTING by Sid Hix

"Earl Godwin Says They're Squawking Back Home About Gas and Coffee Rationing!"

WJW Rehearing Is Ordered by FC

NBC Petition Is Granted Removal to Cleveland

IN AN ACTION that occasioned much surprise as the origi grant, the FCC last Wednesday granted the petition of NBC, licensee of KOA, Denver, for hearing on the application of WJW Akron, for removal to Cleveland where it would become a BLUE Network outlet on the 850 kc. channel. The Commission on Dec. 4 had authorized WJW to make the move duplicating on the 850 kc. channel where KOA is dominant station.

The Commission said it had adopted an order granting the petition for rehearing filed by NBC and directed against the WJW grant to change frequency from 1240 kc. to 850 kc. and increase its power from 250 watts to 5,000 watts. The change in location wa to a site 13.8 miles nearer Cleveland and removal of studios from Akron to Cleveland, which would make the station in effect a Cleveland outlet. It previously had been announced that the station, now on MBS, would join the BLUE.

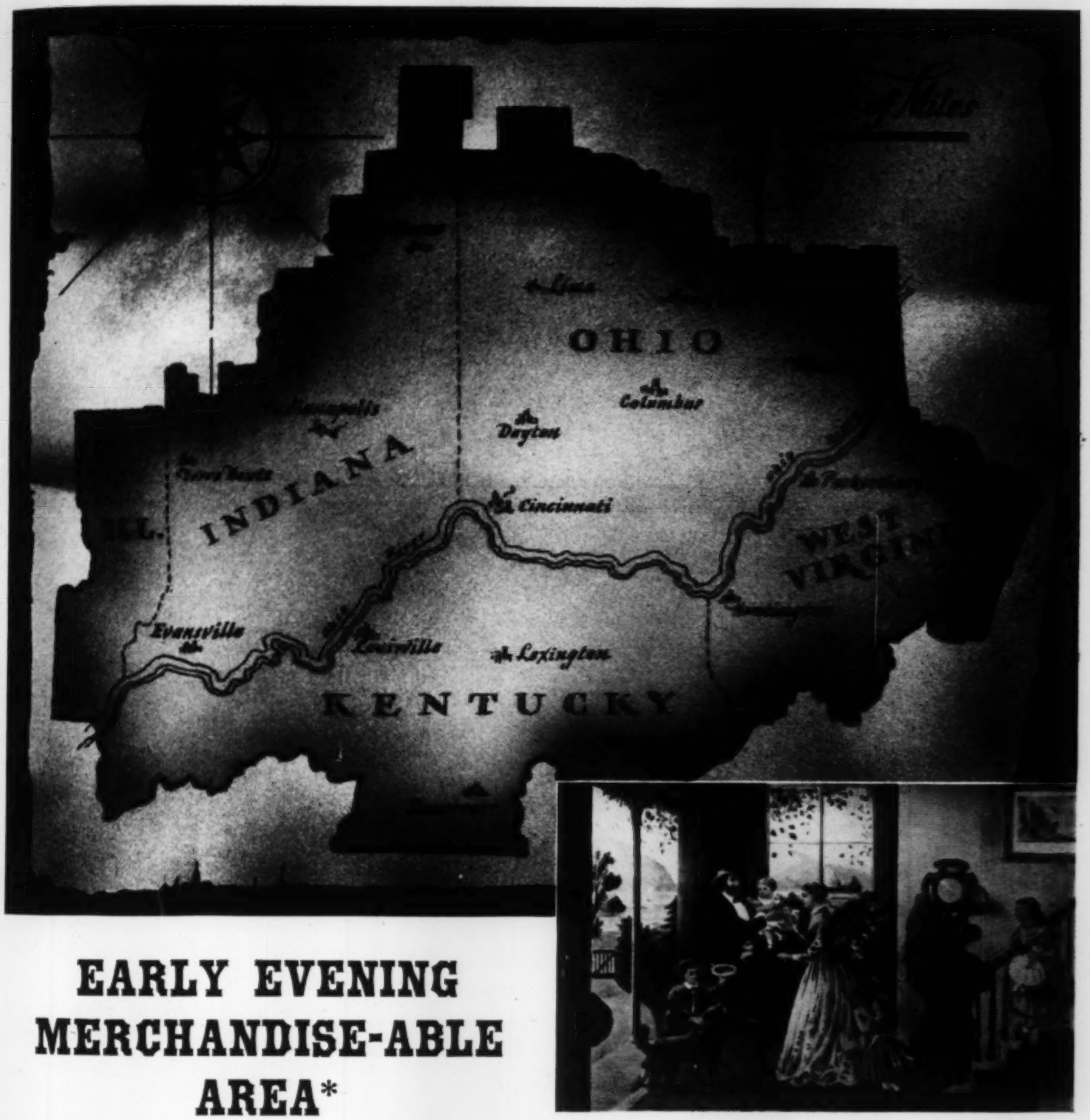
Stay Order Denied

The Commission simultaneously dismissed KOA's request for a stay order without prejudice to the station's right to renew the request if WJW should seek authority for actual operation on the frequency in Cleveland prior to final decision on the rehearing. It was expected the rehearing would be expedited. It also was reported that WJW would proceed with its construction of the transmitter at the new location at its own risk and without awaiting final FCC adjudication.

The Commission's original decision, reached Dec. 2 but not announced until Dec. 4, tended to complicate the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH Boston, was assigned over the protest of KOA, and on which WJW was authorized to operate. Last February the U. S. Court of Appeals for the District of Columbia reversed the FCC's decision in the WHDH case, but the Commission since has taken the case to the Supreme Court. William J. Dempsey, former FCC general counsel is acting as FCC special counsel.

Last January, WJW, owned by Bill O'Neil, son of the president of the General Tire & Rubber Co. was authorized to operate on 850 kc. for primary service in Cleveland. Subsequently, it applied for removal to the location 14 miles closer to Cleveland, which the FCC granted. Commissioners Case and Craven dissented from the original grant, on the ground that it would degrade clear channel operation.

There also was complaint that the grant was not in accord with the full spirit of the April 27 equipment freeze order, although it was said at the Commission that very little new material would be required.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EARLY EVENING MERCHANDISE-ABLE AREA*

As the night begins to lower, the thoughts of a goodly portion of the 11½ million people who live in this prosperous land turn to dinner and an evening's entertainment over WLW. These thoughts of food are pretty big; they amount to almost six hundred and fifty millions every year.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

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*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.